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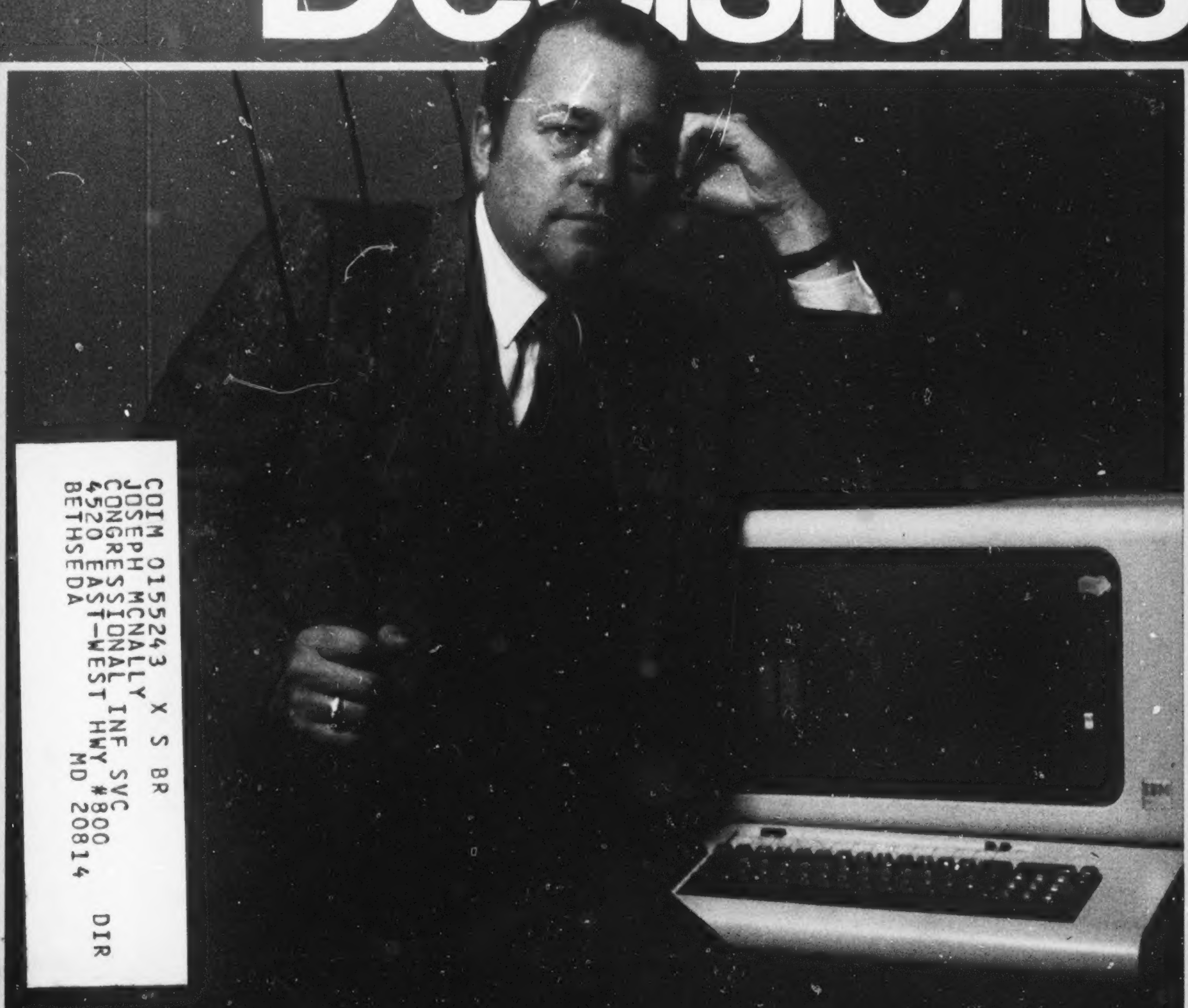
MARKETING & MEDIA Decisions



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THE NEW ELECTRONICS

No cable chill in Canada

The brand new Canadian pay tv market may be worth as much as $1.5 billion (Canadian) in subscription revenue and another $150 million or so in equipment rental by 1992. According to a report from International Resource Development Inc., (Norwalk, CT), the current high rates of cable penetration in Canada will greatly ease the adoption of pay service. But, the study adds, the federal and provincial regulatory battles might prove to be a stumbling block to achieving these levels of success.

The study states the regulatory problem between the federal government and the provincial bodies stems from the Canadian broadcasting system's inclusion of cable television as a "broadcasting receiving undertaking." But, since a cable system is a "closed-circuit common carrier," bounded by the provincial border, shouldn't the province retain control? Since pay tv is to be a cable-based service, its future in Canada hinges on the resolution of this conflict.

Despite the regulatory battles, the IRD study still projects Canadian pay tv to do phenomenally well, with adoption rates significantly higher than those found in the U.S. The study cites the reason for this as "an entirely different mentality."

The decision in the U.S. is simply whether or not to get cable. But, in Canada, nearly three-quarters of all people living in the more populated areas have already signed up for cable service.

With pay penetration levels expected to be around 35% of cable homes by 1987, IRD foresees a tremendous early opportunity for the manufacturers of the requisite hardware. All told, IRD believes the total market for selling operators, both headend and subscriber equipment, could total as much as $600 million. Home decoder rental should bring in an additional $93 million and subscriptions another $700 million by 1987.

Canadian Pay TV Operator Revenues, 1984-1992 ($000)

	1984	1987	1992
Subscription Revenue	347	714	1,155
Decoder Rental	45	93	152
Total Operator Revenues	392	807	1,307

Videotex advertising available in Chicago

The GTE Directories Corporation (GTEDC) and Keycom Electronic Publishing have signed an agreement to provide GTEDC's national clients with opportunities to advertise on Keycom's videotex and teletext services.

MasterKey will be introduced in the Chicago metropolitan area in the first half of 1984. The service will allow users to bank and shop at home.

Users will also be able to access large data bases of information such as up-to-the-minute news, weather and sports reports, financial information, entertainment listings, reservations and advertisements.

The two companies will also produce a video magazine with continuous updates.

The Keyfax National Teletext Magazine, the first major commercial teletext operation of its kind in the U.S., will offer viewers continuously updated pages of news, sports, business, leisure and weather information on decoder-equipped television sets.

The magazine is satellite distributed by Southern Satellite systems and is carried by 4,500 cable systems serving nearly 25 million homes.

Vernon W. Cain, vp-sales and planning for Keycom, said, "Electronically formatted advertising provides immediacy and convenience for the consumer and offers MasterKey and Keyfax advertisers a unique method of delivering their message to a very targeted and receptive audience. Copy changes can be made in a matter of minutes and the advertising message is always available."

Combined with GTEDC's 800 number service, videotex and teletext could prove to be a marketer's dream come true.

facing repeal. So most of the debate revolves around the issue of the networks acting as syndicators and demanding other rights (or profit shares) from producers. Not surprisingly, opponents of repeal include ad agencies, advertisers, producers and independent stations, as well as many other interests.

Some of their arguments border on the hysterical. For example, one specter that has been raised has the networks refusing to sell good off-network properties they represent as syndicators to independent channels, or to affiliates of rival networks. Thus, if CBS had a syndication arm and it was the agent for 20th Century Fox's "M*A*S*H" reruns, it would offer these only to WCBS-TV in New York, but refuse to sell them to WNEW or WPIX.

This, of course, would be an idiotic business practice. But more than that, it is probably illegal. And no producer would stand for his sales agent not doing his best as a syndicator. Nothing like this happened in the sixties when CBS Films (now Viacom) sold much of its off-network inventory to indies or ABC and NBC affiliates. Like any other entity, syndication managers are motivated by profits and it is hard to see how this would change so long as independents were willing to pay top dollar for off-network fare, as they now do.

The advertisers in some of their briefs also make extravagant claims. For example, they see independent channels threatened by network dominance and contend that the strength of indies has kept cost per thousands lower in markets where they compete effectively. The statistical support for such statements is difficult to pin down, for inherent in this claim is the idea that independents are still the bargain basement of broadcast buying — even with their new found clout and impressive ratings. I can't find any evidence that independents are selling time in their high rated Monday-Friday comedy or action show strips at fantastically low cpms (compared to network affiliates).

There are many aspects of this debate that have subtle and long-ranging implications. And I am not at all advocating that the rules be repealed. While they have not performed the miracles that were hoped for, anything that encourages a freer flow of programing should be encouraged. It is becoming evident that a really viable fourth network may be created, based largely on major market independent stations, plus network affiliates elsewhere. Like most observers of the tv scene, I welcome such a development, but fear for its success if the three networks are given additional leverage to stifle its growth.

And then there is the question of cable. The only incentive for ad supported cable networks to evolve in viable directions is the continued erosion of the ABC/CBS/NBC position, not its strengthening. Yet, neither of these points has gotten much play in the coverage of the FCC Rule debate. Let's hope that the commissioners sift through all the bluff and bluster and get the inputs they need to make a sound decision. Most of the arguments (pro and con) have little merit to them and the "factual" evidence cited in some of the briefs is distorted or no longer relevant.

TELEVISION
by BETSY FRANK

Assoc. Media Research Director
Dancer Fitzgerald Sample, Inc

"A B C D E F G What's the trend in kids' tv?"

Children like television, and they watch a lot of it: over 25 hours a week, or about three and a half hours a day.

However, contrary to some critics, we feel that children are not indiscriminate users, but are, in fact, quite selective in their viewing. They seek out the programs they want to watch, regardless of daypart or type.

Here's an example:

This past February, how many of the top rated network programs among children do you think aired in primetime and how many on Saturday morning?

Think about it and then look at Exhibit I. "Dukes of Hazzard" was the highest rated show for kids, with four other primetime shows on the list; that is, a 50/50 split.

Exhibit I
Top rated programs total children February 1983

(P)	Dukes of Hazzard	26.5	(CBS)
(S)	Pac-Man III	23.6	(ABC)
(P)	Walt Disney	23.5	(CBS)
(S)	Smurfs II	22.6	(NBC)
(P)	Diff'rent Strokes	21.6	(NBC)
(S)	Pac-Man II	21.4	(ABC)
(P)	Silver Spoons	21.2	(NBC)
(S)	Smurfs III	20.2	(NBC)
(S)	Smurfs I	19.6	(NBC)
(P)	Knight Rider	19.3	(NBC)

Average 10 shows: 22.0

(P) = Prime, (S) = Saturday
Source: NTI

Now, think back to February 1978, answer the same question, and look at Exhibit II. All ten shows aired in primetime. Surprised? Remember that ABC was at its peak then, and 6-11's, the heavier primetime viewers, made up a larger part of the child universe. Since then, ABC has broadened its programing somewhat, resulting in the rather startling fact that none of this year's favorites is an ABC primetime show!

Exhibit II
Top rated programs total children February 1978

(P)	Happy Days	43.0	(ABC)
(P)	Laverne & Shirley	38.3	(ABC)
(P)	Eight Is Enough	28.3	(ABC)
(P)	Walt Disney	26.0	(CBS)
(P)	Hardy Boys	25.0	(ABC)
(P)	Three's Company	24.8	(ABC)
(P)	Love Boat	24.8	(ABC)
(P)	Project: UFO	24.4	(NBC)
(P)	Operation Petticoat	23.1	(ABC)
(P)	What's Happening	22.7	(ABC)

Average 10 shows: 28.0

(P) = Prime
Source: NTI

To clarify how viewing habits are changing, it is first necessary to take a look at how the child universe is shifting. Since the early '70's, the child population has been declining, both in absolute numbers and as a percent of total population. Although 6-11's are still in decline, the 2-5 segment has been growing since 1982, in what has been dubbed a "baby boomlet" by demographers.

Exhibit III

Syndicated top rated programs total children

	February 1978			February 1983	
(L)	Muppet Show	24.4	(A)	Scooby Doo	15.9
(L)	Brady Bunch	20.9	(L)	Brady Bunch	12.7
(A)	Tom and Jerry	16.8	(A)	Superfriends	12.7
(A)	Bugs Bunny	15.8	(A)	Pink Panther	12.6
(L)	Gilligan's Island	15.1	(A)	Tom and Jerry	12.4
(A)	Popeye	14.6	(L)	Three's Company	11.1
(A)	Flintstones	14.1	(A)	Flintstones	10.9
(L)	Bozo Live	13.8	(A)	Bugs Bunny	10.5
(L)	Sha Na Na	13.8	(L)	Wonder Woman	10.5
(A)	Spiderman	13.5	(A)	Woody Woodpecker	10.4
	Average 10 shows:	16.3		Average 10 shows:	12.0

Source: Arbitron SPA

It appears, then, that as the child population has gotten younger, and primetime ratings have declined, Saturday morning programs are more likely to be kids' favorites. In this light, it may be interesting to take a look at how the networks have put together their Fall 1983 children's lineups. In case some of you haven't watched Saturday morning cartoons since "Bullwinkle" was spun off from "Rocky and his Friends" 20 plus years ago, next season will see a continuation of some past strategies and a departure from others. Specifically,

- *More live action:* After near saturation of animated shows over the last few years, the networks will add two new live action programs to the two existing ones this Fall, to bring the animated total down to 87%, the lowest since 1977.
- *Long Formats:* Since 1975, the networks have been favoring blocks of programing with a common character or element, to keep the kids from tuning out and affiliates from "cherry-picking." This trend continues next season.
- *More pre-sold characters:* From "Benji" to "Alvin and the Chipmunks," the networks will again add programing new to Saturday, but familiar to kids via other media or dayparts.

Continuing ratio of new versus returning: Approximately 40% of the 1983-84 schedule represents new programing.

- *Games and diversions:* Kids are into games, and if you can't beat'em, join'em. So "Dungeons and Dragons", "Frogger", "Rubik's Cube," et. al. join Pac-Man next season.
- *Primetime spinouts:* Over the last few years, "Laverne and Shirley," "Gary Coleman," and "Dukes of Hazzard" have all enjoyed at least one season of exposure in both primetime and on Saturday morning.
- *Little creatures everywhere:* Move over, "Smurfs"! Those little blue figures will have to make room on the shelf for "The Monchichis" (ABC), "The Littles" (ABC), and "The Biskits" (CBS).

If it turns out that the networks have mis-read audience with these strategies and programs, kids will still have considerable viewing alternatives to choose from.

In syndication, for example:

While the number of children's syndicated shows has not changed much since 1978, the popularity of different types has shifted somewhat, as in our network example (Exhibit III).

You need Appleton...

ALGER
SCHOOLCRAFT
DICKINSON
DELTA
MENOMINEE
MARINETTE
MENOMINEE
OCONTO
SHAWANO
DOOR
WAUPACA
Green Bay
KEWAUNEE
OUTAGAMIE
BROWN
WAUSHARA
WINNEBAGO
CALUMET
MANITOWOC
GREEN LAKE
FOND DU LAC

To reach the BETTER HALF of the Green Bay ADI

The 4-county Appleton Metro Market is dominant in the Green Bay ADI, outdistancing Green Bay in population, households, buying income and retail sales.

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee

	COUNTIES	POPULATION	% OF ADI
APPLETON	4	338,400	34%
GREEN BAY	4	253,800	26%

SOURCE: Survey of Buying Power, 1982

THE Post-Crescent
P.O. Box 59 Appleton, WI 54912 • 414/733-4411
Market brochure available on request from National Sales Department.

BEST AVAILABLE COPY

DELIVERS RATINGS UNMATCHED BY ANY OTHER MEDIUM!

It's the easiest, fastest, most cost-effective way to get more than your share of the South Bend market. Day in and day out – 7 days a week – the **South Bend Tribune** *delivers "ratings" unmatched by any other medium. 81% of the adult SMSA population on Sundays...74% daily. Go for it. Get more than your share of the South Bend Market. With an ad schedule in the* **South Bend Tribune** *starting now!*

South Bend Tribune

SOUTH BEND Tribune

Albert E. Petersohn,
General Advertising Mgr.
South Bend, IN 46626

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc

Source: Belden CMS
May-June, 1981

In February 1978, five of the top ten were live action shows, including the top rated "Muppets."

This past February, "Scooby Doo" was the #1 show, and only three of the ten were live action.

Cable fragments audiences

Finally, cable is fragmenting available audiences and creating new competition for over the air stations, by offering children additional viewing options. Jim Henson ("Muppets") has created "Fraggle Rock," a new weekly series for Home Box Office. Both HBO and Showtime devote time each week to "family" programing, and we can't forget the recently launched Disney Channel, a pay service offering family entertainment sixteen hours a day.

On the basic services, children's fare includes USA's "Cartoon Express" and "Calliope"; WTBS' "Superstation Funtime"; and Nickelodeon, cable's only 'just for children' channel. And we have some indication that during certain dayparts, children comprise a substantial portion of the MTV audience. Having so much programing available makes kids even less dependent on the stereotyped notion of "children's dayparts."

In summary, it is difficult to agree with critics of kids television who say there is no diversity to the programing. To the contrary, we see considerable variety within a child's world.

There are programs with animals, programs with games, programs with super-heroes.

Children do vary their viewing, both seasonally and from week to week, selectively searching out programing they choose to watch; after all, it's one of the few areas of their lives they can control.

Children will watch what they want to watch, daytime or primetime, programed for them or not. Increasing video alternatives —

network, syndication, and cable;
video games and cassettes;
primetime, daytime, and weekend;
programed just for kids or not

— are giving children more opportunities to watch what they want, when they want, and are creating more opportunities (and challenges) for the advertiser.

OUTDOOR
by DICK BRIGGS
vp/dir., out-of-home media,
SSC&B

The exciting future of fiber optics

On January 18, 1965, the legendary Marion Harper delivered a speech to three hundred tri-partite members attending an annual Traffic Audit Bureau convention in Chicago. With his great foresight, Marion predicted that future advancements in outdoor advertising technology would be through electronic application. As a result, outdoor space would eventually be purchased on a time sharing basis.

That statement was made over eighteen years ago. So when and where is the revolution?

Well, if you read Senior Editor Fred Gardner's article in last October's *Decisions*, some fascinating new technological developments in outdoor were outlined. Three-dimensional laser beam projections, possibly programed via satellite, computer controlled and operated pictorial painting of bulletins, and fiber optic visuals were some of the exciting new R & D projects reviewed.

Recently, I had the opportunity to see laser light projections and fiber optic visuals in action when I visited Walt Disney World's EPCOT Center in Florida. It is fiber optics in particular which have really exciting application to electronic outdoor — and the technology is here right now.

We are all aware of the transformation taking place within the thousands of miles of the AT&T Long Lines System where copper wire conducting

"I simply said that HBR delivers more regular executive readers per dollar in the U.S. than any other publication."

The more you know about HBR, the better it fits.

Harvard Business Review

New York, NY (212) 972-0740
Boston, MA (617) 495-6182

homes, boosting basic cable shares enormously.

- The ad-supported basic cable services are major recipients of ongoing network declines.

Charted, the numbers really start looking like a sound investment for those advertisers who got into basic cable on the ground floor. 12% and 13% of primetime viewing in basic cable and pay cable households last November went to the WTBSs, CNNs, ESPNs, etc. of the world! (that's 6% of all viewing weighted against the total U.S.).

In daytime, the proliferation of new cable services like Hearst/ABC, Cable Health Network and USA Daytime, as well as the viewer's finally finding the programing on the dial brought in equally impressive 15% and 17% shares in basic and pay cable households respectively.

Remember the thin lines once attributed to basic cable? How was one to reconcile the ratings of 1.0s, 2.0s, 3.0s coming in on individual basic cable services with such thin lines? Well, breaking out viewing to superstations and adding it onto basic cable where it belongs has certainly helped. But viewing is up for the basic cable services, too, a result not only of more services coming on line to attract the viewers' attention, but also of growing viewer familiarity and satisfaction with available cable programing.

Ponder these charts again. The non-cable universe that was once all we knew is now only 61% of the U.S. Audiences in cable and pay households, 38% and 32% of the U.S. respectively, are catching on to the alternative programing available to them. And by the end of this year, WTBS, CNN, ESPN and CBN will all be joined by USA, MTV, CHN and Hearst/ABC in showing advertisers metered ratings data verifying increased viewing. Basic cable as an advertiser opportunity is looking stronger every day. At last the bulls are running.

"While pay cable shares may be leveling off, advertiser cable is still building audience."

MARKETING
by DAWN SIBLEY
media director,
MCA Advertising, Westport, CT.

60's to 30's to 15's—Clutter, clutter, clutter

Recently the NBC television network announced that it will accept "on an experimental basis" two different commercials piggy-backed in the same 30 second spot. In addition, CBS and ABC have already agreed to carry "integrated commercials", that is, two "unrelated" products in a 30-second spot.

There is no doubt that this move will increase clutter in an already cluttered medium, and result in a new wave of concern about the declining effectiveness of television commercials. What will be the possible effect of the new shorter-length commercials on commercial impact? To refresh our memory on what has happened in terms of tv commercialization policies over the years, we compared a typical 1971 half-hour on a network affiliate and on an independent to the same half hour in 1983. The difference was minimal in daytime and fringetime. Total non-program time, which includes national and local commercials, plus promos and public service announcements, remained almost the same on the independents, and it decreased on the network affiliates. The network affiliate time decrease came out of local promotion time. The only real change was that the local affiliate had less time to sell and the network had another minute to sell. Therefore total commercial time has remained similar in these two

"Telling them that 50.9% of the total subscribers to HBR are members of boards of directors got their attention."

HBR is impressive, and so are its numbers.

Harvard Business Review

New York, NY (212) 972-0740
Boston, MA (617) 495-6182

Correct brand recall of last commercial

(by Demographics)

	1965	Base N	1974	Base N	1981	Base N
Total Adult Viewers	18%	(1003)	12%	(1058)	7%	(1010)
By Sex:						
Males	19%	(477)	16%	(518)	8%	(508)
Females	16	(526)	8	(540)	6	(502)
By Age:						
18-34 years	23%	(287)	15%	(364)	8%	(366)
35-49 years	19	(293)	12	(268)	7	(192)
50-64 years	13	(246)	10	(254)	9	(225)
65 years and over	13	(161)	12	(153)	4	(209)
By Education:						
Some high school or less	17%	(323)	12%	(267)	7%	(198)
High school graduate	19	(378)	13	(421)	8	(383)
Some college or more	16	(291)	13	(343)	7	(403)

Source: Journal of Advertising Research
February/March 1983

dayparts. However, in the primetime area, the recent trend is an increase in network commercial time of 30 seconds in more and more programs. Although this increase is being taken from network promotion time, we are nonetheless in for more commercial time in the evening hours.

The major contributor to the clutter problem over the past twelve years has been the almost wholesale transition by advertisers to the new shorter length 30's, abandoning the 60 second commercials that they used in the fifties and sixties.

In their recent and very interesting paper on 30 second commercials in the February/March issue of the *Journal of Advertising Research*, Dr. Leo Bogart and his co-author Charles Lehman report that between 1967 and 1981, the number of network commercials rose by 120%, from 1,856 to 4,079 per week. Spot commercials increased 119% in the top 75 markets over the same period and promos and public service announcements also increased at the same rate.

In an effort to determine the effect of this proliferation on the productivity or recall of a typical commercial, Dr. Bogart, vp-manager of survey research for the Newspaper Advertising Bureau, discusses three parallel studies conducted for the NAB over a 16-year period (1965, 1974, and 1981). In these studies correct identification by viewers of any commercial in the last cluster seen (less than five minutes before the interview) dropped from 18% in 1965 to 12% in 1974, to 7% in 1981.

It is their conclusion that this significant decline in viewer recall reflects: "1) the maturation of television and its acceptance as part of the scenery, and 2) the increased fractionation of the commercial environment, which has reduced the memorability and presumably the communications value of any individual message." Dr. Bogart makes reference to the most widely used measurement of television commercial recall, "the Burke score," and states that average Burke scores have not declined appreciably over the past ten years. He attributes the difference between his reported decline and Burke's result to the fact that the Burke methodology provides clues to aid recall, and the NAB study did not. He conjectures that the consumer ability to remember advertising has not changed as much as the ability to use that memory actively.

We checked Burke to see if there had been any recent change in Total Women General Audience scores, and came up with what may be a slight decrease in 1982. However, only time will tell if the measurement reflects real evidence of a decline. See pg. 98.

Recall is only one clue to the effectiveness of a commercial. Another measure is sales, and the increased frequency affordable with the shorter copy lengths could, in some cases, be the impact needed to generate the sale.

Metro Harrisburg

Low Unemployment & High Effective Buying Income make Metro Harrisburg one of your best market buys in the Northeast.

The Harrisburg Patriot-News reaches 71% of the Harrisburg Market Area, according to Belden.

Phone your Newhouse rep. at (212) 697-8020, or Bob Cobaugh, The Patriot-News, at (717) 255-8203.

HARRISBURG
Patriot-News

Represented by
Newhouse Newspapers

He'll deliver your message that will deliver your audience!

For Commercials or Promotional Situations Contact:

P.M.S. Inc.
500 N.W. 165th Street Road,
Miami, FL 33169
305/945-6705

Female General Audience Recall Scores

	Mean Score
1972	23
1973	25
1974	24
1975	24
1976	25
1977	24
1978	24
1979	23
1980	23
1981	23
1982	22

Source: Burke Marketing Service

In the final analysis, of course, there is much more to measuring the success or impact of a commercial than just commercial recall—and Dr. Bogart alludes to this.

AGRI-MEDIA

by ROSE SANDEFUR
Ag media supervisor,
Marstellar, Chicago.

Every year has twelve months

Why do some companies advertise as if farmers make brand decisions only once a year? An informal survey of recent advertising activity reveals that in 1982, over 50% of all agricultural ad dollars were spent in the first four months of the year. The concentration of advertising during this time may be as much the result of historical precedence as any thoughtful marketing strategy.

Traditionally, advertising is the heaviest in early Spring, because that is when farmers book orders for crop inputs. Advertisers want to be in the marketplace when the competition is present. And there is always the hope that a final exposure will tip the purchase our way. Most likely, it won't.

A *Successful Farmer* study discloses that most farmers think about and order products for the year in the period of January through April. This does not mean that product evaluation is made *only* at this time. Product appraisal is an on-going process. The farmer gets information from dealers, his own yield results, university and extension communications as well as from product advertising. Brand decisions develop over time. Media objectives and strategies must reflect the context of how and when product assessments are made.

Risk reduction

Media objectives have typically been: increase awareness, establish a positive product image, announce new products or extensions of existing ones, and support dealers and distributors. We should perhaps add, "reduce risk by communicating product benefits in an environment that encourages understanding," to these important goals.

We all know that clutter is a problem every advertiser faces in early spring. Research shows that the effectiveness of an advertiser's message is weakened by close proximity to another ad in the same product category. One way to fight clutter is to get out of the noise.

The most important element of a new strategic approach is to advertise during more months of the year. Print schedules should run nine months instead of five. This continuous flow of information eliminates the confusion of a cluttered environment and will help the farmer develop an informed judgement on any product he considers.

> "A *Successful Farming* study discloses that most farmers think about and order products for the year in the period of January through April."

1982 brand leaders in newspapers

A few large national advertisers dominated national newspaper space in 1982, although some use was made of the medium by a long list of advertisers. And the growing use of co-op coupon units attracted new users into the papers. Biggest users continued to be cigarette, airline, automotive and food advertisers. This is the first and exclusive publication of new Media Records compilations of use of national newspaper advertising in 1982.

1982 brand leaders in newspapers

National newspaper advertising dollar volume rose again in 1982 — up 8.6% over the year before.

The total figure for 1982, as reported by the Newspaper Advertising Bureau was $2,450,000,000. In 1981, the NAB estimate was $2,256,000,000 — and in 1980 it was $1,963,000,000.

The leading categories continue to be automotive, tobacco, airlines and food — with the top brands in each category accounting for an overwhelming percentage of the spending — and with that concentrated in newspapers in the largest 125 markets.

The top 25 cigarette brands, although they spent 22% less on newspapers in 1982 than in 1981, funneled $250,605,000 into the medium in the largest 125 markets in 1982. And of that amount, 50% was spent by the six leading brands.

The top 25 automotive brands increased their expenditures in newspapers in 1982 by 18%, and invested $224,468,000. The top 10 makes spent 69% of the money put into newspapers by the leading 25 makes — and that was close to all the dollars invested.

The top 10 airlines dominated newspaper space in their field — with a total of $137,964,000. The three leaders accounted for half of the investment by these top 10.

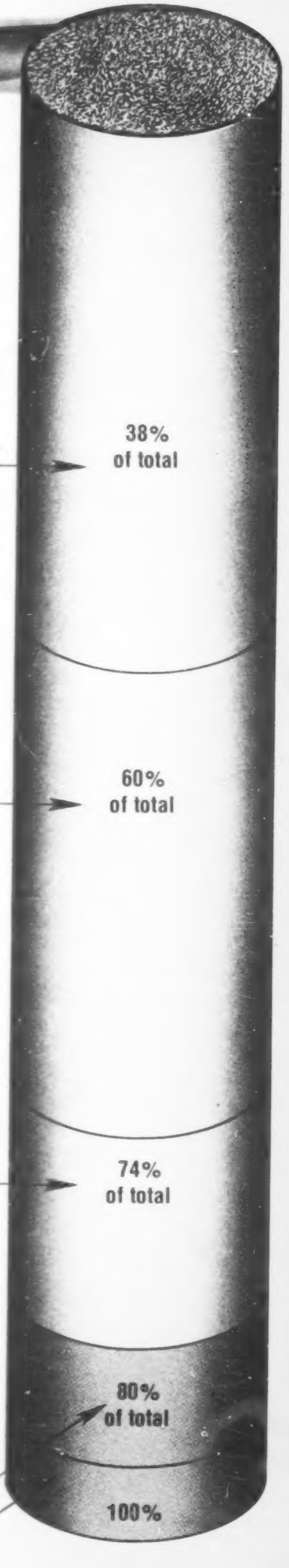
Dominance by a few national advertisers was in evidence in practically all categories of heavy national newspaper advertising. In foods, Pepperidge Farms and Kraft showed up in several specialty food categories.

The data that follow are published exclusively by *Marketing & Media Decisions* under an arrangement with Media Records. What we show, however, is just the tip of the iceberg — activity among the leaders and the summaries of expenditures by classifications and by the leading 100 corporate spenders in national newspaper space.

The full report is available from Media Records, 370 Seventh Ave., New York, N.Y. 10001 for $975. Product classification reports range

Top 20 Cigarette brand expenditures in newspapers — 1982

1. Salem	$ 30,652,000
2. Benson & Hedges	27,039,000
3. Merit	23,681,000
4. Winston	19,571,000
5. Kool	19,133,000
Top-5	$120,076,000
6. Now	$ 17,206,000
7. Barclay	13,851,000
8. Marlboro	13,207,000
9. More	11,653,000
10. Camel	11,290,000
Top-10	$187,283,000
11. Bright	$ 10,194,000
12. Vantage	9,978,000
13. Virginia Slims	9,312,000
14. Kent	9,170,000
15. True	7,655,000
Top-15	$233,592,000
16. Cambridge	$ 5,973,000
17. Lucky Strike	4,993,000
18. Parliament	2,469,000
19. Carlton	1,962,000
20. Saratoga	1,616,000
Top-20	$250,605,000
Other	$ 63,133,000
Total	$313,738,000



Source: Media Records, 1982

How auto dealer strategy affects newspaper spending

	Newspaper dollars	% factory	% dealer assoc.	% local	% pick-up & camper
1. Ford	$ 31,593,000	44%	18%	26%	12%
2. Chevrolet	30,021,000	42	7	47	4
3. Chrysler	16,789,000	52	3	45	—
4. Cadillac	16,752,000	7	5	88	—
5. Toyota	15,611,000	14	4	72	10
6. Dodge	12,407,000	11	2	73	14
7. Volkswagen	11,656,000	73	14	12	1
8. Olds	10,426,000	14	29	57	—
9. Datsun	9,711,000	24	5	41	30
10. Lincoln	8,209,000	35	34	31	—
TOP 10	**$163,175,000**				
11. Peugeot	8,168,000	91	1	8	—
12. Buick	7,241,000	15	18	67	—
13. Pontiac	5,293,000	11	9	80	—
14. Honda	1,757,000	24	2	74	—
15. BMW	4,674,000	51	30	19	—
16. Jaguar	4,668,000	48	20	32	—
17. Mercury	3,958,000	54	24	22	—
18. Mercedes	3,785,000	47	—	53	—
19. Audi/Porsche	3,664,000	71	9	20	—
20. Volvo	3,152,000	56	5	38	1
TOP 20	**$212,535,000**				
21. Renault	3,075,000	44	28	28	—
22. Saab	2,691,000	80	1	19	—
23. AMC	2,313,000	23	35	38	4
24. Subaru	2,124,000	17	21	62	—
25. Fiat	1,730,000	59	24	17	—
TOP 25	**$224,468,000**				

Source: Media Records, 1982

from a high of $285 for a complete class breakout (foods for example) to $100 for a food sub-class.

The record is presented in four parts in one volume: classification totals; 100 leaders with corporate totals; 100 leading companies, with brand breakouts; and individual brand breakouts within classifications.

Cigarettes

Cigarettes continued as top spenders in national newspaper space, one of the few advertisers to seek "image" via displays in the daily paper. But individual brands trimmed their expenditures in 1982.

Merit dropped from over $38 million in 1981 to under $24 million in 1982. Barclay cut back from $35 million to less than $14 million in 1982. Winston dropped from $29 million to $19.6 million in 1982.

The three leaders in 1982 became Salem ($30.7 million), Benson & Hedges ($27 million), Merit ($23.7 million). In the case of Benson & Hedges this was a revival (a fourfold increase in newspaper dollars) for an old brand with a new light product.

Kool was also given a new dose of marketing, with emphasis on its Lights and Ultra Menthol versions. New big spender is Bright, backed with a little over $10 million in newspapers. Virginia Slims and True got larger newspaper budgets in 1982. Lucky Strike resurfaced as an important advertiser with almost $5 million spent on Lucky Strike Regulars.

But 1982 was marked by cut-backs in newspaper dollars for most brands.

Automotive

New car advertisers poured more money into newspapers in 1982 in a desperate attempt to draw prospects into showrooms with new offers of rebates, special financing, etc. Most of the increase was in factory dollars, but practice varied in share of newspaper expenditures that came directly from "factory budgets," from dealer association funds and from local expenditures.

Ford, the leading spender ($31.6 million total) was supported with 44% of the total factory expenditures. The previous year only 27% of Ford dollars were factory. But local newspaper buys for Ford dropped from 50% to 26% of the total in 1982. The company had to pick up the tab to keep its presence high in the papers. It also stepped up newspaper display in behalf of its pick-ups and campers.

Chevrolet also upped newspaper dollars in 1982 to a total of $30 million from $27.5 million in 1981. Share of the newspaper kitty for factory, dealer association and local didn't change.

Chrysler inched its total dollars up very slightly, based on more local expenditures than in 1981.

The big three accounted for a third of expenditures by the top 25 in newspapers in 1982.

Airlines

The three airlines dominating in newspapers in 1982 were Delta ($24.3 million), Pan Am ($23.6 million) and Eastern ($21.2 million). Pan Am made a strong come-back in the medium, with almost half of its space devoted to international service. In contrast, Delta used 90% of its space to advertise domestic flights and Eastern used 72% of its newspaper displays to feature domestic services.

The three leaders in 1982 spent 7% more in newspapers than the three leaders in 1981. And the 1981 top three had increased newspaper budgets by 13%. Airline budgets are advancing only slightly more than newspaper cost year-to-year.

Other airlines in the top ten were in this order; TWA, American, Northwest, U.S. Air, United, Western, Braniff. About 69% of American's use of the U.S. press was in behalf of overseas flights. On the other hand, 97% of U.S. Air's newspaper space promoted domestic air travel.

Three airlines — American, United and Braniff — each used a small proportion of newspaper dollars to advertise their cargo services.

Foods

The foods that get the biggest play in newspaper advertising are bakery goods, cereals, condiments, confectionery and snacks, dairy products, fruits and vegetables, meat/fish/poultry, prepared dishes, shortening/oils/margarine. They are all reported separately by Media Records.

Most advertised in newspapers among bakery goods are Nabisco and Pepperidge Farms. Nabisco stepped up its newspaper dollars from $418,000 to $2,678,000 in 1981 — and then moved up to $2,932,000 in 1982. Pepperidge Farms has been spending at over $1 million on just its bakery goods for the last two years. It also invested $382,000 on snack ads in newspapers in 1981.

In cereals, Kellogg's, General Mills and Quaker were in the lead in that order in the last two years. Kellogg's put over $2 million into the medium in 1982, three times as much as the other two combined. But this did not compare to Kellogg's reliance on newspapers in 1979 and 1978 when it was pumping over $4 million a year into the daily and Sunday press.

The leading condiment advertisers in newspapers were Hunts, Kraft and Ragu. The latter was new to the top three leader group in 1982. Hunts and Kraft each put over $1 million behind their condiments in the press.

Hershey, the one-time non-advertiser, continued as leader among confectionery and snack advertisers in newspapers, followed by M&M and then Pepperidge Farms. Hershey candies were supported with over $1 million in newspapers in 1981 — and then $911,000 in 1982.

Kraft was far and away the largest user of the papers for dairy products with a budget of $1,841,000 in that medium. Kraft also spent over $1 million in the miscellaneous foods category. American Dairy Association upped its budget to $887,000. And Land O'Lakes became number three in newspapers with $824,000.

Ore-Ida potatoes led the fruits/ vegetables advertisers with a newspaper budget that jumped from $144,000 in 1980 to $536,000 in 1981 to $841,000 in 1982. Green Giant was a poor second with a budget of $285,000 -- down from over $1 million in 1980.

Hormel is the strongest advocate of newspaper advertising in the meats/fish/poultry class — with a budget that has been increasing yearly since 1978 and which in 1982 hit $3.2 million. Frank Perdue added another $700,000 to his newspaper kitty in 1982, bringing his total to $1.5 million. Swift moved up to the status of a million dollar newspaper devotee.

In the growth category of prepared dishes, newspapers aren't being used as much as one might suppose. Stouffer's put $466,000 into the medium; Chef Boy-Ar-Dee $383,000; Riceland Rice $341,000. In shortening/oils/margarines, Fleischmann's upped its budget to $642,000 in newspapers to become the leader. Imperial was second, with $478,200 — a budget that has been growing each year since 1978. Wesson Oil invested $434,000.

Lotteries

State lotteries are here to stay and happy to boost newspaper incomes regionally. Michigan spent $1.4 million on its game of chance; New York State $923,000; Pennsylvania $603,000.

Couponers

The couponers continued to pile on more and more dollars in newspapers, as co-op couponing became ever more popular. Market Corp. of America jumped into the lead with $40.8 million in volume. Valassis added $15.5 million to its activity, bringing its total to $39 million. Blair Inserts had a great year — up $13.5 million to a new high of $34.2 million.

Mail order

Newspaper advertising of the mail order giants was off slightly, but the dollars were high: Franklin Mint rolled out $8.7 million; Spencer Gifts $3.7 million; Mail Box U.S.A. $3.3 million. This represented cut-backs by Franklin Mint and Mail Box but an advance by Spencer.

Magazines

The magazine industry complimented its print sister medium with strong investments in circulation promotion in newspapers. *Time* spent $2.5 million; *TV Guide* $1.4 million; *Sports Illustrated* $823,000.

Radio/tv stations

The broadcasters, also in search of audience, swallowed their pride and bolstered the coffers of the daily press. NBC spent the most, $11.4 million. Then came ABC with $10.2 million and CBS with $8.4 million.

Restated newspaper advertising expenditures, 1970-1982 (Millions of dollars)

	NATIONAL	RETAIL	CLASSIFIED	TOTAL
1970	$ 891	$ 3,292	$1,521	$ 5,704
1971	972	3,565	1,630	6,167
1972	1,062	3,964	1,913	6,939
1973	1,049	4,245	2,187	7,481
1974	1,105	4,563	2,174	7,842
1975	1,109	4,966	2,159	8,234
1976	1,342	5,668	2,608	9,618
1977	1,472	6,241	3,038	10,751
1978	1,541	7,023	3,649	12,213
1979	1,770	7,845	4,248	13,863
1980	1,963	8,609	4,222	14,794
1981	2,258	9,686	4,583	16,527
1982	2,450	10,390	4,852	17,692

Source: Newspaper Advertising Bureau
Note: These estimates are subject to a technical adjustment at a later date.

Top brand spenders in national newspaper space

- **Leading classifications in national newspaper spending**
- **The three brands spending the most in these classifications**
- **Dollar investments for 1982, 1981, 1980, 1979, 1978.**

The data that follow have been extracted from Media Records 1982, four-part National Newspaper Advertising Investments report. Part 1 shows national advertising investments in Media Records product classifications. Part 2 ranks the top 100 national newspaper advertisers by corporate name. Part 3 breaks down these numbers by brands or services of the top 100 corporations, plus the newspaper expenditure for each product or service. Part 4 shows brands and products arranged alphabetically in each of the classifications presented in Part 1.

The figures for total advertising by classification have been projected to national totals. Not so with the numbers for individual brands. The latter are based on the Media Records sample of observed usage of newspapers, projected to the leading 125 markets that account for an estimated 82% of the total U.S. national newspaper advertising volume.

From Part 4 (classification by brand) we have determined the top three brands and in the following tabulation show their investments for the past five years.

	1982	1981	1980	1979	1978
Airlines					
Delta	$24,327,000	$21,322,000	$20,133,000	$17,915,000	$15,977,000
Pan Am	23,634,000	17,166,000	7,340,000	4,249,000	——
Eastern	21,218,000	23,070,000	19,814,000	12,416,000	11,081,000
Aluminum/paper products					
Kleenex	651,000	1,062,000	574,000	312,000	520,000
Scott	562,000	321,000	1,103,000	1,357,000	——
Ziploc Bags	473,000	535,000	342,000	58,000	158,000
Amusements					
Paramount	718,000	838,000	1,290,000	1,187,000	236,000
20th Century	621,000	149,000	61,000	42,000	——
Disney	552,000	602,000	360,000	342,000	239,000
Auto lease/rental					
Hertz	4,682,000	5,053,000	4,550,000	4,366,000	2,365,000
Avis	2,245,000	3,609,000	1,320,000	2,481,000	1,715,000
National	1,230,000	1,097,000	1,173,000	1,230,000	——
Auto parts/accessories					
Gabriel Shocks	1,028,000	678,000	82,000	225,000	72,000
Motorcraft	953,000	511,000	343,000	28,000	47,000
Delco	950,000	215,000	71,000	93,000	——
Automobiles					
Ford	31,593,000	28,820,000	15,199,000	21,771,000	19,579,000
Chevrolet	30,021,000	27,515,000	18,780,000	21,825,000	17,528,000
Chrysler	16,789,000	16,325,000	12,675,000	357,000	6,843,000
Bakery goods					
Nabisco	2,932,000	2,678,000	418,000	432,000	587,000
Pepperidge Farms	1,069,000	1,288,000	651,000	955,000	915,000
Sunshine	601,000	585,000	473,000	269,000	——

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Top brand spenders in newspaper space (cont.)

	1982	1981	1980	1979	1978
Beers					
Budweiser	$ 1,929,000	$ 939,000	$ 258,000	$ 214,000	$ 391,000
Amstel Light	1,464,000	10,000	——	——	——
Coors	1,153,000	746,000	604,000	415,000	722,000
Books					
Pocket Books	1,958,000	294,000	301,000	249,000	——
Doubleday	1,693,000	1,542,000	1,280,000	1,538,000	——
Literary Guild	1,524,000	1,444,000	1,202,000	1,272,000	——
Bus lines					
Greyhound	1,209,000	908,000	838,000	526,000	2,051,000
Trailways	896,000	652,000	620,000	——	——
Blue Bird	441,000	201,000	111,000	50,000	38,000
Cameras/photo supplies					
Kodak	3,650,000	2,401,000	3,180,000	1,975,000	2,432,000
Clark Color	1,904,000	1,203,000	898,000	559,000	851,000
Polaroid	1,388,000	2,267,000	900,000	2,420,000	2,522,000
Cereals					
Kellogg's	2,044,000	2,457,000	3,263,000	4,011,000	4,226,000
General Mills	420,000	457,000	335,000	314,000	164,000
Quaker	316,000	249,000	54,000	141,000	1,014,000
Cigarettes					
Salem	30,652,000	22,311,000	29,853,000	18,974,000	——
Benson & Hedges	27,039,000	7,032,000	6,597,000	6,524,000	——
Merit	23,681,000	38,133,000	29,141,000	26,886,000	20,507,000
Coffee					
Maxwell House	1,188,000	1,827,000	2,032,000	1,966,000	2,537,000
Taster's Choice	1,113,000	563,000	532,000	1,085,000	——
Nescafe	668,000	593,000	634,000	1,396,000	412,000
Condiments					
Hunts	1,190,000	879,000	212,000	927,000	324,000
Kraft	1,104,000	1,564,000	1,048,000	884,000	3,394,000
Ragu	771,000	237,000	372,000	152,000	——
Confectionery/snacks					
Hershey	911,000	1,233,000	264,000	358,000	163,000
M&M	700,000	194,000	2,528,000	1,688,000	——
Pepperidge Farms	382,000	451,000	44,000	44,000	29,000
Couponers					
Market Corp. of Amer.	40,751,000	3,546,000	2,677,000	2,139,000	——
Valassis	38,951,000	23,439,000	13,456,000	9,791,000	6,212,000
Blair Inserts	34,233,000	21,748,000	11,666,000	7,929,000	5,921,000
Dairy products					
Kraft	1,841,000	1,221,000	1,119,000	694,000	1,750,000
American Dairy Assn.	887,000	768,000	534,000	334,000	520,000
Land O'Lakes	824,000	412,000	214,000	101,000	——

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Top brand spenders in newspaper space (cont.)

	1982	1981	1980	1979	1978
Dental supplies/mouthwash					
Lever (misc. products)	$1,238,000	$ 905,000	$ 432,000	$ 256,000	——
Reach	592,000	548,000	329,000	162,000	$ 276,000
Aim	454,000	65,000	——	211,000	——
Farm & garden					
Snapper	2,667,000	2,156,000	1,815,000	1,619,000	1,472,000
Michigan Bulb	2,640,000	2,068,000	2,024,000	1,407,000	1,134,000
Toro	2,387,000	1,843,000	1,950,000	1,880,000	1,651,000
Floor coverings					
Armstrong	1,640,000	1,290,000	698,000	1,294,000	925,000
Congoleum	495,000	78,000	372,000	130,000	——
Lee's Carpets	428,000	330,000	639,000	646,000	274,000
Foods (miscellaneous)					
Kraft	1,009,000	1,729,000	1,738,000	1,739,000	484,000
La Choy	719,000	659,000	604,000	486,000	429,000
Carnation	670,000	490,000	834,000	632,000	269,000
Fruits/vegetables					
Ore-Ida potatoes	841,000	536,000	144,000	254,000	166,000
Green Giant	285,000	630,000	1,027,000	301,000	463,000
S&W	251,801	45,000	11,000	——	——
Gas/oil					
Mobil	7,226,000	8,105,000	5,631,000	5,619,000	4,130,000
Gulf	1,905,000	1,712,000	2,539,000	1,629,000	——
Texaco	1,619,000	2,667,000	2,956,000	1,143,000	——
Home building materials					
Owens Corning	1,628,000	1,375,000	533,000	179,000	36,000
Georgia Pacific	1,206,000	1,084,000	474,000	662,000	12,000
Shopsmith Tools	869,000	711,000	505,000	192,000	——
Household Equip. (misc.)					
G-E	2,946,000	4,721,000	6,506,000	3,089,000	4,280,000
RCA	1,693,000	1,433,000	839,000	——	——
Maytag	1,405,000	1,811,000	1,339,000	276,000	654,000
Insurance — Life					
N.Y. Life	2,267,000	1,405,000	1,214,000	1,129,000	1,010,000
Physicians Mutual	1,657,000	1,184,000	841,000	719,000	——
Metropolitan Life	1,614,000	1,882,000	202,000	383,000	201,000
Jewelry/watches					
Timex	2,292,000	1,386,000	2,104,000	1,628,000	774,000
Seiko	1,299,000	1,698,000	632,000	93,000	44,000
Oneida Silverware	592,000	188,000	110,000	90,000	——
Liquors					
Seagrams	3,418,000	2,395,000	4,397,000	3,324,000	2,432,000
Wild Turkey	1,466,000	1,598,000	149,000	1,555,000	——
Schenley	1,306,000	868,000	569,000	442,000	——
Lotteries					
Michigan	1,449,000	1,341,000	1,148,000	1,107,000	1,134,000
N.Y. State	923,000	900,000	2,245,000	1,648,000	1,079,000
Pennsylvania	603,000	458,000	668,000	587,000	678,000

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Top brand spenders in newspaper space (cont.)

	1982	1981	1980	1979	1978
Magazines					
Time	$ 2,526,000	$ 2,442,000	$ 2,034,000	$ 1,826,000	$ 1,486,000
TV Guide	1,409,000	677,000	672,000	765,000	—
Sports Illustrated	823,000	1,874,000	1,197,000	244,000	348,000
Mail Order					
Franklin Mint	8,678,000	9,041,000	8,270,000	6,280,000	7,064,000
Spencer Gifts	3,728,000	3,426,000	6,477,000	5,880,000	—
Mail Box U.S.A.	3,306,000	4,969,000	2,109,000	1,806,000	2,776,000
Meats/fish/poultry					
Hormel	3,203,000	3,328,000	2,208,000	1,945,000	1,584,000
Perdue Chicken	1,519,000	765,000	1,096,000	1,278,000	396,000
Swift	1,039,000	745,000	783,000	942,000	803,000
Office equipment					
IBM	7,228,000	1,937,000	2,874,000	1,718,000	717,000
Xerox	5,779,000	5,045,000	3,103,000	1,476,000	1,507,000
Texas Instruments	3,260,000	1,094,000	1,065,000	150,000	87,000
Paints					
Sherwin Williams	353,000	457,000	204,000	148,000	493,000
Glidden	342,000	720,000	389,000	297,000	296,000
Olympic	327,000	1,002,000	907,000	826,000	737,000
Pet foods					
Purina	2,129,000	974,000	1,468,000	1,244,000	1,578,000
Friskies	508,000	212,000	60,000	206,000	—
Kal Kan	495,000	408,000	109,000	509,000	91,000
Phonographs/records/tapes					
Columbia	7,153,000	5,994,000	6,186,000	4,452,000	6,614,000
RCA	6,966,000	5,480,000	865,000	1,365,000	2,379,000
Sony	3,910,000	3,509,000	3,112,000	1,199,000	966,000
Prepared dishes					
Stouffers	466,000	387,000	611,000	396,000	—
Chef Boy Ar Dee	383,000	554,000	97,000	203,000	112,000
Riceland Rice	341,000	206,000	174,000	94,000	—
Public utilities					
N.Y. Telephone	6,565,000	2,105,000	3,229,000	2,388,000	—
AT&T	4,426,000	1,280,000	2,336,000	1,225,000	—
Southwestern Bell	4,274,000	2,494,000	2,693,000	1,405,000	—
Radio/tv sets					
RCA	2,991,000	3,587,000	3,175,000	2,422,000	2,215,000
Zenith	865,000	1,910,000	1,633,000	2,842,000	2,169,000
G-E	816,000	450,000	183,000	214,000	—
Radio/tv stations					
NBC	11,383,000	13,727,000	15,488,000	12,839,000	10,426,000
ABC	10,241,000	10,240,000	11,808,000	10,891,000	10,480,000
CBS	8,424,000	8,658,000	7,870,000	8,388,000	7,541,000
Real estate					
B. K. Haynes	462,000	335,000	90,000	—	—
General Develop.	245,000	590,000	487,000	226,000	107,000
Snyder Ryan	169,000	359,000	148,000	—	—

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Top brand spenders in newspaper space (cont.)

	1982	1981	1980	1979	1978
Railroads					
Amtrak	$ 536,000	$3,741,000	$2,115,000	$3,943,000	$3,027,000
Burlington Northern	407,000	389,000	1,147,000	385,000	323,000
CSX	297,000	96,000	30,000	—	—
Shortenings/oils/margarine					
Fleischmann's	642,000	416,000	397,000	125,000	—
Imperial	482,000	349,000	204,000	150,000	62,000
Wesson Oil	434,000	—	47,000	—	—
Soaps/cleansers/polishes					
Fresh Start	275,000	202,000	149,000	29,000	—
Ajax	266,000	77,000	87,000	15,000	—
Sweater Fresh	241,000	21,000	—	—	—
Soft drinks					
Coca Cola	2,535,000	2,191,000	1,204,000	857,000	—
RC Cola	2,413,000	497,000	171,000	109,000	—
Pepsi	2,410,000	1,659,000	917,000	536,000	—
Sporting goods/motorcycles					
Yamaha	1,899,000	316,000	137,000	58,000	—
Honda	1,797,000	419,000	36,000	51,000	823,000
Suzuki	920,000	118,000	—	145,000	—
Steamship lines					
Holland American	7,831,000	3,789,000	4,555,000	3,037,000	3,294,000
Cunard	5,232,000	3,925,000	3,580,000	2,083,000	1,802,000
Princess Mahsuri	4,917,000	—	—	—	—
Tours/travel service					
American Express	8,557,000	5,059,000	2,168,000	2,028,000	2,210,000
Liberty	3,853,000	3,312,000	2,155,000	1,618,000	1,391,000
Pleasant Hawaiian	2,334,000	1,183,000	1,507,000	625,000	—
Trucks/campers					
Ford	3,578,000	959,000	1,702,000	2,787,000	—
Datsun	2,923,000	1,418,000	411,000	8,297,000	264,000
Dodge	1,792,000	1,245,000	730,000	1,159,000	—
Video games					
Atari	6,830,000	1,361,000	103,000	26,000	—
Mattel Intellivision	4,805,000	186,000	—	—	—
Odyssey Video	1,218,000	41,000	—	—	—
Vitamins/tonics					
Nutrition Headquarters	2,156,000	1,695,000	1,634,000	1,082,000	—
Maximum Loss Capsules	758,000	19,000	562,000	1,698,000	—
Willpower Diet Tablets	731,000	—	—	—	—
Wearing Apparel					
Ralph Lauren	1,747,000	843,000	304,000	437,000	—
Jordache	1,326,000	1,036,000	866,000	286,000	—
Hush Puppies	1,290,000	1,636,000	964,000	789,000	684,000

Estimates prepared by Media Records in 125 markets representing 82% of U.S. total

Newspaper advertising investments by top 100 newspaper users in 1981-1982

Rank	1981 Investments	1982 Investments
1. Reynolds, R. J., Industries, Inc.	$142,345,000	$123,175,000
2. General Motors Corp.	65,502,000	86,965,000
3. Morris, Philip, Inc.	90,603,000	83,794,000
4. Ford Motor Co.	31,990,000	45,583,000
5. British American Tobacco, Ltd.	45,910,000	42,894,000
6. American Telephone & Telegraph Co.	21,531,000	34,467,000
7. Chrysler Corporation	30,957,000	29,597,000
8. RCA Corp.	29,537,000	28,273,000
9. Delta Airlines, Inc.	21,653,000	24,665,000
10. Pan American World Airways, Inc.	17,984,000	24,078,000
11. Loews Corp.	49,591,000	22,645,000
12. Eastern Airlines, Inc.	23,670,000	21,625,000
13. Time, Inc.	17,825,000	20,187,000
14. Trans World Corp.	17,354,000	19,857,000
15. Warner Communications, Inc.	13,324,000	18,876,000
16. American Airlines, Inc.	20,068,000	18,813,000
17. Volkswagen of America, Inc.	8,983,000	16,025,000
18. CBS, Inc.	15,823,000	15,918,000
19. Toyota Motor Sales Co., Ltd.	11,229,000	15,611,000
20. American Express Co.	6,430,000	11,840,000
21. Texas Air Corp.	7,631,000	10,575,000
22. American Broadcasting Companies, Inc.	10,270,000	10,299,000
23. Seagram, Joseph E., & Sons, Inc.	12,758,000	9,851,000
24. Nissan Motor Corp., U.S.A.	8,824,000	9,743,000
25. U. S. Government	8,799,000	9,634,000
26. Republic Airlines, Inc.	7,437,000	9,585,000
27. International Business Machines Corp.	4,407,000	9,488,000
28. Norton Simon, Inc.	9,926,000	9,031,000
29. American Brands, Inc.	13,243,000	8,903,000
30. Procter & Gamble Co., The	6,077,000	8,539,000
31. Northwest Orient Airlines	7,621,000	8,494,000
32. Ransome Airlines	5,180,000	8,474,000
33. Peugeot Motors Of North America, Inc.	7,581,000	8,256,000
34. Mobil Corp.	8,534,000	8,046,000
35. Holland America Cruises	3,789,000	7,831,000
36. Dart & Kraft, Inc.	9,788,000	6,976,000
37. Honda Motor Co., Ltd.	5,301,000	6,957,000
38. Nabisco Brands, Inc.	5,865,000	6,225,000
39. American Motors Corp.	5,223,000	6,059,000
40. General Electric Co.	10,065,000	6,054,000
41. UAL, Inc.	19,034,000	5,997,000
42. Sitmar Cruises	3,107,000	5,994,000
43. Horn & Hardart Co., The	5,666,000	5,977,000
44. Beatrice Foods Co.	5,737,000	5,869,000
45. Mattel, Inc.	2,307,000	5,800,000
46. Xerox Corp.	5,045,000	5,779,000
47. Bavarian Motor Works	2,887,000	5,578,000
48. Unilever U. S.	3,542,000	5,337,000
49. Cunard Line, Ltd.	3,925,000	5,232,000
50. Sony Corp. Of America	5,728,000	5,041,000
51. General Foods Corp.	$ 6,176,000	$ 4,700,000
52. Western Airlines, Inc.	4,595,000	4,693,000
53. British Leyland Motors, Inc.	2,216,000	4,686,000
54. United Technologies Corp.	3,554,000	4,617,000
55. MCA, Inc.	4,121,000	4,594,000
56. Princess Cruises, Inc.	3,458,000	4,587,000
57. Brown-Forman Distillers Corp.	2,863,000	4,572,000
58. Gulf & Western Industries, Inc.	5,028,000	4,506,000
59. Capitol Air	2,251,000	4,437,000
60. Coca-Cola Co., The	4,576,000	4,425,000
61. Liggett Group, Inc.	2,472,000	4,278,000
62. General Mills, Inc.	4,523,000	4,242,000
63. Carnival Cruise Lines	1,042,000	4,227,000
64. Rapid-American Corp.	6,967,000	4,150,000
65. Maytag Co., The	2,954,000	4,107,000
66. Norwegian Caribbean Lines	3,905,000	3,953,000
67. Nelson Doubleday, Inc.	4,880,000	3,907,000
68. Liberty Travel, Inc.	3,312,000	3,853,000
69. Mercedes-Benz Of North America, Inc.	2,149,000	3,843,000
70. Eastman Kodak Co..	2,510,000	3,826,000
71. Heinz, H. J., Co.	2,964,000	3,712,000
72. Carnation Co.	3,812,000	3,632,000
73. Nestle Enterprises	3,065,000	3,599,000
74. Braniff International Airlines	9,382,000	3,535,000
75. Gillette Company, The	1,985,000	3,526,000
76. Royal Viking Line	1,899,000	3,454,000
77. British Airways	2,255,000	3,423,000
78. Exxon Corp.	1,528,000	3,387,000
79. Norwegian American Cruises	911,000	3,346,000
80. Campbell Soup Co.	4,351,000	3,322,000
81. Texas Instruments, Inc.	1,094,000	3,319,000
82. Anheuser-Busch, Inc.	2,484,000	3,291,000
83. Pacific Southwest Airlines	2,791,000	3,256,000
84. Hormel, Geo. A., & Co.	3,525,000	3,241,000
85. Frost Co.	2,935,000	3,209,000
86. Volvo Of America Corp.	3,472,000	3,154,000
87. Home Lines Cruises, Inc.	2,380,000	3,143,000
88. Johnson & Johnson	4,695,000	3,110,000
89. International Telephone & Telegraph Corp.	3,720,000	3,038,000
90. Greyhound Corp., The	2,319,000	2,888,000
91. Blue Shield Of California	2,720,000	2,874,000
92. PepsiCo, Inc.	2,712,000	2,853,000
93. World Airways, Inc.	3,354,000	2,845,000
94. Hearst Corporation, The	3,445,000	2,790,000
95. Royal Crown Cola Co.	1,328,000	2,773,000
96. Air Canada	1,714,000	2,700,000
97. Kellogg Co.	3,816,000	2,696,000
98. Saab-Scania Of America, Inc.	1,862,000	2,691,000
99. Estee Lauder, Inc.	1,668,000	2,685,000
100. Michigan Bulb Co.	2,068,000	2,640,000
Total top 100 national newspaper advertisers		**$1,110,846,000**

Data copyright by Media Records 1982.

NATIONAL ADVERTISING INVESTMENTS IN NEWSPAPERS IN 1982-1981

By classification, projected to U.S. totals by Media Records (copyright 1982)

Classification	1982	1981	Gain or loss
GENERAL			
Alcoholic Beverages	**$ 98,981,000**	**$ 94,965,000**	**+4.2%**
Beers	15,605,000	10,545,000	+48.0
Wines	8,022,000	7,451,000	+7.7
Liquors	75,354,000	76,969,000	−2.1
Automotive	**$ 403,969,000**	**$ 369,429,000**	**+9.3**
Gasoline & Oil Companies	22,975,000	28,021,000	−18.0
Leasing & Rentals	36,601,000	34,211,000	+7.0
Parts, Accessories & Supplies	11,303,000	8,792,000	+28.6
Passenger Cars (New)	312,279,000	281,065,000	+11.1
Trucks, Trailers & Mobile Homes	19,561,000	16,243,000	+20.4
Automotive Not Elsewhere Classified	1,250,000	1,097,000	+13.9
Foods	**$ 183,070,000**	**$ 179,426,000**	**+2.0**
Baby Foods	519,000	305,000	+70.2
Bakery Goods	14,555,000	16,007,000	−9.1
Baking Mixes, Flour & Ingredients	2,031,000	2,599,000	−21.9
Beverages	36,821,000	34,880,000	+5.6
Coffee	6,865,000	8,925,000	−23.1
Tea	1,490,000	1,530,000	−2.6
Fruit & Vegetable Juices	8,562,000	7,470,000	+14.6
Soft Drinks-Carbonated-Diet	1,536,000	1,745,000	−12.0
Soft Drinks-Carbonated-Non Diet	13,697,000	10,304,000	+32.9
Miscellaneous Beverages	4,671,000	4,908,000	−4.8
Cereals	4,520,000	4,462,000	+1.3
Condiments	10,142,000	11,174,000	−9.2
Confectionery & Snacks	9,460,000	9,869,000	−4.1
Dairy Products	19,391,000	21,965,000	−11.7
Desserts & Dessert Ingredients	3,330,000	2,229,000	+49.4
Fruits & Vegetables	9,030,000	10,303,000	−12.4
Macaroni Products-Uncooked	1,647,000	1,128,000	+46.0
Meats, Fish & Poultry	24,158,000	21,551,000	+12.1
Prepared Dinners & Dishes	11,289,000	11,733,000	−3.8
Shortenings, Oils & Margarines	12,296,000	8,628,000	+42.5
Soups	2,143,000	2,693,000	−20.4
Sugars, Syrups & Jellies	2,788,000	2,428,000	+14.8
Miscellaneous Foods	18,950,000	17,472,000	+8.5
Household Equipment & Appliances	**$ 59,899,000**	**$ 67,566,000**	**−11.3**
Air Conditioning	5,209,000	7,231,000	−28.0
Phonographs, Records, Tapes & Recorders	23,372,000	20,469,000	+14.2
Radio & TV Sets	7,946,000	10,198,000	−22.1
Ranges, Stoves & Dishwashers	7,183,000	6,124,000	+17.3
Refrigerators & Freezers	444,000	769,000	−42.3
Small Electrical Appliances	2,645,000	2,861,000	−7.5
Washers & Dryers	772,000	1,051,000	−26.5
Miscellaneous Household Equipment & Appl.	12,328,000	18,863,000	−34.6
Industrial	**$ 67,872,000**	**$ 57,158,000**	**+18.7**

Classification	1982	1981	Gain or loss
General (Cont.)			
Insurance	**$ 45,845,000**	**$ 40,688,000**	**+12.7**
Life, Health & Medical	40,311,000	33,326,000	+21.0
Fire, Casualty & Other	5,534,000	7,362,000	−24.8
Mail Order	**$ 70,607,000**	**$ 72,994,000**	**−3.3**
Medical Products & Drugs	**$ 26,135,000**	**$ 24,040,000**	**+8.7**
Cold, Cough & Sinus Remedies	2,039,000	1,016,000	+100.7
Digestive Aids & Laxatives	494,000	532,000	−7.1
Headache Remedies & Sedatives	2,723,000	587,000	+363.9
Vitamins, Tonics & Reducing Aids	13,308,000	11,095,000	+19.9
Medicated Skin Products	1,900,000	5,530,000	−65.6
Miscellaneous Medical Products & Drugs	5,671,000	5,280,000	+7.4
Political	**$ 22,624,000**	**$ 9,989,000**	**+126.5**
Public Service Utilities & Communications	**$ 68,585,000**	**$ 56,492,000**	**+21.4**
Publishing & Media	**$ 211,687,000**	**$ 197,710,000**	**+7.1**
Books	32,077,000	38,298,000	−16.2
Magazines	22,175,000	23,879,000	−7.1
Newspapers	3,857,000	2,863,000	+34.7
Radio & TV Stations	153,578,000	132,670,000	+15.8
Real Estate	**$ 26,147,000**	**$ 20,954,000**	**+24.8**
Sporting & Leisure Time Equipment	**$ 27,772,000**	**$ 13,532,000**	**+105.2**
Sporting Goods	9,572,000	5,823,000	+64.4
Boats & Equipment	1,044,000	921,000	+13.4
Hobbies, Toys & Games	17,156,000	6,788,000	+152.7
Tobacco	**$ 315,991,000**	**$ 391,283,000**	**−19.2**
Cigars	865,000	2,099,000	−58.8
Cigarettes	313,738,000	386,375,000	−18.8
Tobacco & Smoking Accessories	1,388,000	2,809,000	−50.6
Toiletries & Toilet Goods	**$ 33,426,000**	**$ 32,506,000**	**+2.8**
Cosmetics, Make-Up & Manicure Products	9,272,000	5,150,000	+80.0
Dental Supplies & Mouthwashes	4,134,000	6,364,000	−35.0
Feminine Hygienic Products	3,408,000	4,538,000	−24.9
Men's Toiletries & Hair Products	1,653,000	2,034,000	−18.7
Men's & Women's Shaving Equipment	3,056,000	2,201,000	+38.8
Perfumes & Toilet Water	2,077,000	2,069,000	+0.4
Toilet Soaps, Bath Powders & Deodorants	2,025,000	2,413,000	−16.1
Women's Hair Products & Treatments	795,000	1,546,000	−48.6
Miscellaneous Toiletries & Toilet Goods	7,006,000	6,191,000	+13.2
Transportation	**$ 420,570,000**	**$ 369,191,000**	**+13.9**
Airlines	239,347,000	226,098,000	+5.9
Domestic	154,932,000	147,153,000	+5.3
International	80,542,000	76,419,000	+5.4
Cargo	3,873,000	2,526,000	+53.3
Bus Lines	5,720,000	4,862,000	+17.6
Railroads	7,943,000	5,743,000	+38.3
Steamships	63,636,000	44,858,000	+41.9
Tours & Travel Service	96,533,000	78,610,000	+22.8
Miscellaneous Transportation	7,391,000	9,020,000	−18.1

On Golden pond
RCA Videodiscs
Annie
STEREO

Photo: Gene Kelly, spokesman, RCA Videodisc

Home Electronics

Although ad budgets in home electronics are down, the market is highly active. Several new products and product improvements are propelling growth in this market beyond its steady 10% rate. Manufacturers are seeking to expand the market by aiming ads at new target audiences.

Spurred by a host of technological breakthroughs, the home electronics market is taking off this year.

Sales of audio and video equipment have been climbing steadily by 10%. But this year, some new product entries should boost sales even further and heighten the public's fascination with electronic gadgetry.

Among the most promising new products are digital audio equipment and projection television. The market for both is limited currently because of the products' high price tag. But as prices should drop by almost half in the next five years, both products are expected to sell well. By 1987, analysts say, some 1.2 million digital audio units will be sold in the U.S. Demand for projection tv this year is already registering a strong 50% sales increase over last year.

A third relatively new product, the video cassette recorder, introduced in 1975, has become more than a fad item. Projections are for 3 million units to be sold this year, almost double last year's rate.

There are some dark spots on the home electronics front, however. Demand is soft for the videodisc player, introduced by RCA in 1981. Although RCA expected to sell more than 200,000 units its first year, in 1982 it only sold 120,000 units.

Sales of stereo equipment have been sluggish too, as consumers await the arrival of digital audio.

Overall, however, the spiraling number of technological breakthroughs are fueling this market's growth at a rapid rate.

Those manufacturers keeping up with the pace will emerge as victors. Those who can't may fall by the wayside.

"The key to who captures stronger marketing share is who has the good technology," says Katherine Stults, a research analyst with Dean Witter Reynolds. "There was a period during the seventies when there weren't any new products."

Sony, Hitachi and Matsushita are given an edge in the electronic race.

"Matsushita and Hitachi were very conservative, going after the attractive markets. But now they have become more aggressive," Stults says.

In addition, Sony's knack at zeroing in first on highly marketable items is highly acclaimed.

"Sony is known as the sexy marketer," says Jim Sagawa, a researcher with Nomura Securities, a leading Japanese brokerage house.

Sony's novelty items, the Walkman, and its portable television, the Watchman, have captured consumers' fancy.

But competitors are beating Sony at its own game. They have nibbled at Sony's substantial market share by copying Sony introductions at cheaper cost and equal quality.

While demand for new and different audio and video equipment has reached an all-time high, the market is expected to expand to $17.5 billion by 1985 and to nearly $30 billion by the mid-1990's, according to Predicasts, a Cleveland-based market research firm.

The television, however, will continue to represent the largest entertainment segment, Predicasts reports.

The tv set of the near future, however, may be used in as many ways as the kitchen table. Video games, video recorders, and personal computers will be hooked into the back of the tv set. Sound will be in stereo.

Also on the horizon are recordable video disc units, miniaturization of audio equipment and a new generation of electronic entertainment centers, allowing consumers to custom design entertainment systems. Long-term, videotex link-ups and direct broadcast satellite television converters may be common fare.

Also undergoing a transformation are the media efforts of the whole industry. Marketing managers are changing their mix of print and broadcast budgets, the look of their ads and even their concepts of target audience.

If their new approach works, ad messages will boost store traffic by bringing in those who have made up a small portion of the high-ticket buyers: women, other first-time buyers and older citizens (anyone who isn't an 18-35 year-old male).

To broaden their target, marketers are striving for a better balance between buff books and the general consumer publications. In the past, dealers have criticized some manufacturers for appearing only in the buff books with ads speaking only to the technology connoisseur.

Befitting that transition, ads have become easier to understand. Fewer ads specify brand distinctions. And more advertising campaigns are promoting audio and video equipment with a lifestyle peg. Pioneer's ads, for one, show a couple using its equipment in an elegant hi-rise apartment. Sony's breaking tv campaign for a video cassette recorder even has a hero: Norman the Wonder Dog. In tv

Leading advertisers' dollars by media

Brand	Total	Magazines	News sups	Net tv	Spot tv	Net radio	Outdoor	Newspapers	Spot radio
Sony	$17,248,900	$6,988,900	$143,900	$ 7,137,300	$1,565,100	$374,100	$ 30,700	$ 413,600	$594,900
RCA	16,287,200	1,827,100	—	12,428,400	1,142,800	888,900	—	9,956,900	3,200
Zenith	15,182,600	2,256,000	—	8,372,600	3,642,100	—	1,300	1,125,900	—
Matsushita	14,620,500	6,095,700	70,900	2,902,600	5,199,700	180,000	191,300	204,900	599,300
N. Am. Phillips	7,574,700	333,900	—	4,479,600	2,702,100	—	59,100	384,900	845,900
Curtis Mathes	6,938,900	281,900	—	4,265,500	2,361,200	—	30,300	—	—
Sears	6,452,600	2,916,900	—	3,184,300	351,400	—	—	—	—
Pioneer	4,969,600	3,759,200	43,600	—	1,166,500	—	300	60,000	611,800
JVC	4,103,500	2,291,300	79,800	—	1,171,600	—	450,400	29,100	81,300
Sanyo	3,898,500	1,510,600	—	—	2,384,300	—	—	3,600	—

Source: Leading National Advertisers, Media Records and Broadcast Advertiser Reports

Advertising expenditures by company

Brand	1982	1981
Sony	$18,102,500	$20,645,100
RCA	26,244,100	39,408,400
Zenith	15,182,600	17,800,000
Matsushita	14,620,500	13,627,800
N. Am. Phillips	7,959,600	14,102,900
Curtis Mathes	6,938,900	5,531,100
Sears	6,452,600	7,259,900
Pioneer	5,049,600	11,331,400
Victor (JVC)	4,571,600	4,460,300
Sanyo	4,436,700	3,347,600

Source: Leading National Advertisers, Broadcast Advertiser Reports and Media Records.

spots, Norman operates the video equipment.

Although the market forecast for audio and video equipment is good, overall consumer electronics advertising was down in 1982.

During the first half of this year, it also appears light. However, heavy spending normally occurs during Fall and Winter in preparation for the large gift-giving season.

This year, spending should be particularly strong. A host of technological updates for stereos, video discs, video cassette recorders and television have resulted in new ad campaigns to heighten interest and consumer spending.

However, most new products are high-end. Because high prices place them out of reach of most consumer pocketbooks, ads are narrowly targeted. Ads are currently breaking for a product the consumer has been waiting for - digital audio equipment. Some think the crystal-clear sound it produces is worthy of the product's near-$1,000 price tag.

(Nomara Securities is predicting that 50,000 units will be sold this year.)

Digital audio should be stereo's saviour. Sales of audio equipment have been depressed.

"Audio equipment is not a necessary item and the saturation rate is already high," says Jim Sagawa, a researcher with this leading Japanese brokerage firm. "But interest should pick up with the introduction of digital audio. Consumers may change their entire system then as the new product becomes a very acceptable one."

Sony is expected to capture a sales lead first. It jointly developed digital audio technology, which went on the U.S. market this March.

But Sony's strong start may be short-lived. Sharp, Hitachi and Matsushita, Sony's followers, should gradually capture a larger market share, Sagawa explains.

These manufacturers' strong distribution allows for production of equipment at cheaper cost and equal quality.

A similar pattern occurred when Sony introduced the video cassette recorder in 1975. Although it was the first on the market, JVC, a subsidiary 50% owned by Matsushita, subsequently came out with its own version, called the VHS format. Several other manufacturers proceeded to develop their recorders using the VHS format. This format currently accounts for nearly 70% of sales of cassette recorders.

Sony's system, called Beta, utilizes different tapes from its competitors. (Owners of the VHS format can't trade video tapes with their incompatible Beta friends.)

Regardless, Sony maintains a reputation for being the "sexy" company, says Sagawa, for its large number of technically advanced products.

Like the market for stereo, which has been flat in anticipation of more advanced technology, the market for television sets is mature. In both market segments, manufacturers are relying on product innovation and value-added features to boost profitability. As with digital audio equipment, the projection tv is expected to entice consumers into the store.

Sales of projection tvs are up by more than 50% early this year as compared to last year. In contrast, color tv set sales are up only by about 5%.

"We think that the market for tv sets can't expect sharp increases because it is a completely mature market," Sagawa says. "There will be slight increases with the general economic recovery but the manufacturers are trying to promote high-value added equipment and the large projection sets to increase profitability."

Growth of video cassette recorders, however, have been phenomenal in their six years on the market.

"The vtr has become established as a major consumer product and any doubts that the recorder was a toy or a fad have been laid to rest," notes Katherine Stults.

It is particularly popular in Japan, where 10% of households own one. Household penetration is estimated at 5% to 6% in Western Europe and 3% to 4% in the U.S. according to Stults.

Among other relatively big buyers, incidentally, are Libya and the OPEC nations of the Middle East.

Last year, for the first time, vcr's saw a little-heralded shift in marketing strategy - toward lower prices, advertised in newspapers. The price wars, however, which resulted from excess inventories, have subsided as overstocking has been corrected.

Previously, new product extensions to the vcr have featured additional capabilities, such as longer recording time, fast-forward and freeze frame. But the current trend is toward fewer features at substantially reduced prices. Portable units in that vein are expected to sell well.

One dark spot on the home electronic front are videodiscs. Though they are two years' new to the market, their longterm potential is not expected to be healthy.

RCA's videodisc, introduced in 1981 after 17 years of research, is already considered antiquated.

"RCA is the only company selling the videodisc in any quantity but their technology is old. They have stretched their technology to its limits," says analyst Stults.

On the other hand, Magnavox and

Market shares of leading stereo manufacturers

Percentage of unit volume by manufacturer

Receivers	1982	1981	1980
Pioneer	16.9%	17.6%	20.5%
Technics	14.6	13.5	12.9
Sansui	8.9	6.9	10.1
Yamaha	8.6	4.4	6.6
Sony	6.5	5.7	6.8
Kenwood	5.9	7.3	7.0
JVC	5.3	4.0	3.5
Onkyo	3.7	2.8	2.2
Radio Shack	2.6	4.4	2.9
Marantz	2.6	2.5	3.1
Cassette tape decks			
Pioneer	12.9	11.9	18.7
Technics	12.8	10.3	7.2
Sony	9.9	7.8	6.4
Teac	9.1	6.9	6.6
Nakamichi	7.5	5.2	4.8
JVC	6.3	5.4	6.7
Akai	5.9	6.7	7.4
Sharp	3.2	5.8	4.0
Aiwa	2.8	3.2	3.0
Onkyo	2.8	2.4	1.9
Amplifiers			
Pioneer	16.6	5.9	14.1
Sansui	13.5	11.0	9.8
Technics	8.7	10.5	8.2
NAD	7.5	8.0	4.3
Kenwood	7.4	10.1	15.0
Yamaha	7.2	6.6	6.6
Sony	4.7	2.5	3.9
Onkyo	4.5	2.7	4.3
JVC	3.3	3.2	3.9
Akai	2.8	6.4	2.0
Speaker systems			
Pioneer	7.5	7.5	6.8
Bose	7.1	6.7	5.8
Acoustics Research	5.2	3.0	3.2
JBL	5.0	5.4	6.2
Polk	4.6	4.0	2.5
Radio Shack	3.8	4.1	3.9
Infinity	3.4	3.3	3.5
Boston Acoustics	3.0		
Technics	2.7	2.0	1.8
Jensen	2.5	2.3	1.3

Tuners	1982	1981	1980
Pioneer	12.9%	8.7%	10.5%
Sony	11.2	7.1	3.8
Sansui	9.3	7.9	7.7
Yamaha	7.7	7.5	10.0
Kenwood	7.4	5.5	8.2
Technics	6.0	9.1	7.9
NAD	4.7	2.6	2.1
Nikko	3.9	4.2	3.1
Onkyo	3.6	2.0	3.1
McIntosh	3.0	4.0	
Car cassette players			
Pioneer	17.6	22.5	24.4
Sanyo	14.2	16.7	22.7
Sony	9.2	2.0	—
Jensen	8.3	6.6	5.3
Blaupunkt	7.5	5.9	4.4
Concord	6.6	4.6	4.7
Alpine	6.1	4.8	4.4
Clarion	5.4	3.0	2.9
Craig	3.4	5.9	7.5
Audiovox	2.7	4.2	5.2
Video cassette recorders			
RCA	22.6	24.1	20.5
Panasonic	17.5	12.7	19.7
Sony	17.4	17.7	17.1
JVC	13.3	10.8	8.5
Hitachi	4.5	—	—
Magnavox	4.4	3.2	6.8
Quasar	3.0	2.5	6.8
Zenith	2.3	4.4	4.3
Sanyo	2.3	4.4	4.3
Mitsubishi	1.9	—	—
Record players			
Technics	30.5	28.2	27.1
Pioneer	10.4	11.3	11.6
Dual	10.1	6.5	11.3
Sony	9.0	8.8	5.0
JVC	5.2	3.6	3.2
Denon	3.1	1.6	1.2
Bang & Olufsen	2.7	2.0	1.9
Yamaha	2.6	3.2	1.2
Kenwood	2.0	2.2	2.3
Onkyo	2.0	1.8	2.0

Source: Stereo Review

TV sets	1982	1981
RCA	20.0%	20.0%
Zenith	19.4	20.5
GE	8.0	7.7
Sears	7.25	7.2
Sony	7.0	7.0
Magnavox	6.5	6.9
Quasar	5.0	4.9
Sylvania	4.0	4.0
Panasonic	2.5	2.1
Wards	2.5	2.7

Source: TV Digest

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Morning and Sunday

The
Quality
Buy

Represented by Sawyer Ferguson Walker
Source: S&MM, Survey of Buying Power,
July, 1982

Site of the 1984
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BOWL!

Pioneer are marketing videodiscs which use technology that is too advanced, Stults adds. "They are using the laser system and there is no market for it because the price is too high."

A hybrid system, using both mechanical and laser capabilities, which JVC has developed, is yet to be introduced to the consumer market.

Some 300,000 video disc players are expected to be sold in 1983, according to the Electronic Industry Association in Washington, D.C. But analysts do not expect the videodisc's future to be bright. Among the reasons cited are inability to record on the disc, unlike the video cassette recorder.

"You can repeatedly listen to the same music, but you can't repeatedly watch the same movie. It gets boring," says analyst Sagawa.

"Many Japanese companies are cautious about getting into the field as long as the system only features playback. Furthermore, these companies have invested large sums in vcr's so there is reluctance to support the videodisc," he adds.

However, a prototype of an erasable disc, which can be recorded on, has been developed. Toshiba, Sharp and Matsushita have developed this highly expensive disc. Because of the high price, currently the market is restricted to commercial.

But there is still room for other technological improvements in videodiscs. Among one product being considered is a combination of digital audio equipment with video discs to produce the highest quality sound and picture.

RCA

Sales of RCA's videodisc player are running more than double last year's level, but the preceeding year was a disappointing one. RCA sold 120,000 units. Its first-year (1981) objective was 200,000 units.

To pick up the pace this year in what promises to be a healthier market all-around, RCA has launched a major magazine campaign. It began late April in 29 publications.

RCA has signed on Gene Kelly as the company's spokesman for the RCA videodisc system, which despite a slow performance, has achieved 89% of all videodisc players. (The CED technology that RCA's discplayer uses is the cheapest to produce.)

RCA's signing of the popular dancer, director and singer marks the beginning of a campaign which focuses on software to sell the hardware. Kelly is shown using the videodisc at home. The emphasis is on family entertainment, concerts, movie releases, sports and children's programing.

"We got Kelly to promote the RCA system because his family had purchased a product. He also liked the list of titles we have in discs family entertainment, not pornography," said Bill Beres, national advertising manager for RCA's consumer electronic division.

"We're also excited about Kelly because he has never done commercial endorsements except for one short spot for Air France a long while ago," he added.

"Kelly can talk to a variety of age groups. He represented American entertainment in the 50s and 60s, being an important part of the culture. But he not only does well among older adults but also the 18-34 year olds," Beres said. Like most other manufacturers, RCA advertises its video cassette recorder in magazines.

"It's a feature story so it is best told in print," Beres said. "We are targeting men upscale so we are using, among others, the *New Yorker* and *Business Week*.

While RCA markets the videodisc player by selling software, the manufacturer stresses product distinctions in marketing its cassette recorder.

This year, RCA is marketing a portable model without cables and a table model.

Although RCA hasn't completed plans for advertising the color tv set for the Fall — the peak selling season — it is currently running print ads for three product lines. An ad for a high-performance tv set shows how the tv set can be easily linked with video and audio components without a maze of wires. To show how the video products can be hooked into the back of the set, RCA's agency, Leo Burnett developed a novel approach. It uses the front and back side of a magazine page for the ad.

RCA is also advertising a remote digital command center. The ad runs in upscale, dual audience books as well as *Playboy* and *Sports Illustrated.* RCA advancement, the capability of fitting a 25" picture into the space of a 19" set is being advertised.

Zenith

Zenith's major thrust this year is an ad campaign breaking after Labor Day, which ties the Zenith products under one umbrella.

"We are stressing advanced technology across all product lines. We think this campaign is going to move like gangbusters," said Joseph L. Ptacin, director of advertising and sales promotion.

But Zenith intends to keep specifics about the ad campaign a secret. Ptacin is saying that the campaign is multimedia and nationwide, however.

In the past, Zenith's tag line, "The quality goes in before the name goes on," has been highlighted in television spots during primetime and sports and magazines. In addition, distributors buy spot radio and newspapers with co-op advertising dollars.

Zenith and RCA, which are racing for market share lead in color tvs, have defined their targets quite differently. RCA advertises in several upscale magazines, including *Architectural Digest, Metropolitan Home, Bon Appetit* and *Smithsonian*. And while Zenith advertises in a few upscale books, it also seeks to reach the black market with *Ebony* ads and older adults with *Reader's Digest*.

Zenith's target, according to Bruce Smith, group media director at Foote, Cone & Belding, is adults 25-49. But he said, Zenith is increasingly after younger quality seekers.

Sanyo

Sanyo is well-known as a producer of high-quality equipment at affordable prices, but its new emphasis is on high-end, especially in video.

It is introducing a new special effects video cassette recorder in early Summer, which features slow motion, frame advance and production with extreme clarity.

Tv spots in 23 markets broke mid-April with print ads beginning with May issues, according to Paul Worsham, marketing services director. The spots are Olympic-themed, with three actor/athletes visually demonstrating clarity of the picture.

RCA highlights video products under Selectavision imprint.

"We want to front-load the market to get maximum reach and frequency against our target for video products - males 24-49 with an income of $30,000," Worsham said.

In audio, Sanyo plans to continue to rifle shoot the target markets, going into music, sports and automotive enthusiast books. For the first time, Sanyo is also directing a special effort toward females.

Sanyo is advertising in *Glamour* because it is the only women's publication with regular coverage of consumer electronics, Worsham said.

Sanyo, which maintains a solid market position in both mini radio/tape players and car stereos, broke print ads for both products last May. The ads, which feature Sanyo's high-quality sound, are running in *Car & Driver, Road & Track, Rolling Stone, Sports Illustrated, Life* and *Glamour*.

Matsushita

Matsushita's hi-tech image runs across several product categories with particularly strong showings in turntables, cassette tape decks and video cassette recorders.

Matsushita advertises its brands, Panasonic, Quasar and Technics, with a strong belief in print.

According to media supervisor, Prem Rishi, Matsushita uses a core of 25 books, including men's, mass and dual audience books. Among those on the list are *Sports Illustrated, Life, People, Reader's Digest, Playboy* and *Penthouse*.

As is common with others, the huge Japanese manufacturer uses newspaper supplements heavily for dealer tie-in programs. Outdoor is bought, Rishi says, to enhance the national campaign and to create continuity.

Matsushita uses network and spot television sparingly. Network does the job of creating brand awareness and brand name while spot tv develops a greater concentration in the top 15 ADI's, Rishi adds.

Matsushita finds that spot radio pulls particularly well for radio cassette but the medium also adds dimension to existing print and spot tv campaigns.

Sony

Sony breaks from custom this Summer with a new creative approach and an unusual marketing strategy. While most competitors have emphasized product distinctions in print ads, Sony is launching a video cassette recorder ad in June which makes the product seem fun.

In the ads, Norman the Wonder Dog operates the vcr, making the point that the recorder is easy to use.

"The ads are full of personality and style," says Jeff Brooks, national advertising manager.

Sony's second departure from custom is to break the campaign before the peak fall selling season.

"As the economy turns around, we want to influence decisions before the Fall," Brooks said. "Traditionally, vcr's have been an underspent category."

Sony is also running print ads which strategically position its equipment as being technologically advanced and expandable. The highly informational ads stress that Sony's beta formula video cassette recorder is better than its competitor's format. They also promote the idea that Sony's video camera is nearly as precise as the human eye. A third print ad promotes Sony's portable video camera.

In addition, Sony is aggressively advertising two other product advances - a portable all-in-one recorder/camera and the beta hi-fi, which produces sound supposedly second only to digital audio.

Sony's Trinitron color tv set is priced at 15% above the average television set, so Sony has to give the consumer sound reasons to buy the set.

The ad story is one of premium positioning. Trinitron's quality is advertised in *Time, Newsweek, Sports Illustrated, Video Review, Video, National Geographic* and *Discover*.

Sony also spends heavily in network television to promote the Trinitron. "We believe that color tv leads itself to the broadcast medium," Brooks said.

Sony's fresh new product, the Walkman, continues to the sales lead although market share is beginning to slip.

Sony's best Walkman ads have been word-of-mouth. People who wanted to keep up with the latest technology were the Walkman's first customers and its advertisers. The market has expanded dramatically among those not only seeking fun on roller skates, for example, but also for those seeking isolation.

Sony also has broken ground with a personalized tv set, the Watchman. According to Brooks, the company just couldn't sell enough of these "he-tv, she-tv" sets last Christmas. This year, it's expanding production and advertising of the Watchman.

JVC

Like several other manufacturers, JVC has created a new marketing strategy, seeking to build brand image and awareness by incorporating several products under one umbrella ad theme.

"We have not been permitted to do this before. What we are doing it for is a basic marketing 101 reason - for synergism," says Cliff Shearer, national advertising manager.

"We have been growing in leaps and bounds despite the recession and our growth requires that we take a new approach," Shearer adds.

Shearer notes that JVC used to sell itself as JVC Who? That slogan became a familiar sight in outdoor ads ranging from subway stations to airports.

"After we started outdoor ads, we started to notice an increase in recognition," Shearer says.

"I think going into outdoor was one of the smartest things we ever did," he adds.

Pioneer plugs the media room concept for its complete entertainment package, in its magazine campaign.

JVC is also a larger print advertiser.

"We are magazine heavy because of the type of products we have. They require getting your head into them," he explained. "We go for the editorial environment that captures the profile of our target - male, 25-49, married with a family and an income over $35,000."

Although Shearer notes that the market for high-fidelity has broadened, the marketer is heavy in buff books because of budgetary limitations. To create awareness of the JVC video cassette recorder, Shearer says he is turning to spot television in A and B counties. JVC's share of the video cassette recorder market is rapidly growing. Its recorders currently account for more than 13% of unit sales.

Pioneer

Pioneer's strong market lead in audio equipment is being chipped away by several major competitors, among them Technics, Sansui, Sony, and Teac.

Coupled by Pioneer's dramatic sales loss is a dramatic cutback in advertising support. Last year, Pioneer cut its over $10 million budget in half.

Pioneer has sliced ad support for its laser videodisc player and laser projection tv. Budgets also have been trimmed for Pioneer's stereo components. Audio component's budget is up slightly.

Pioneer can't buy much tv for its $5 million budget but Sally Masters, media supervisor, says the company feels that print provides the perfect coverage anyway.

Pioneer advertises to the primary stereo buyers with ads in *Playboy* and *Rolling Stone*, she says.

"We would rather go after 12-month coverage in print than buy 30 tv spots for $3 million," Masters notes.

North American Phillips

Subsidiary Magnavox is fueling its new digital audio player with a substantial budget. The campaign, which breaks early Summer, uses radio and print.

However, Magnavox has halted advertising for its videodisc player and video cassette recorder, concentrating on distribution instead, according to Rita Hutner, Magnavox advertising vice president.

Magnavox' color tv, which has a sizeable showing in the mid-price range, continues to be advertised heavily, Hutner says. Because the target is so broad-based, she says, Magnavox advertises in network tv, spot tv and cable. The budget restrains her from using more print, she says.

Taken as a whole, the home electronics brand category is at once dynamic, innovative and burgeoning. All the major manufacturers have either added product improvements or have added new products to the line. And sales at virtually all but Pioneer have been growing at an impressive rate.

Japanese competitors, in particular Sony, Hitachi, and Matsushita, have been highly aggressive in taking risks with new products yet to be proven at the marketplace.

While the competition in technology has been intensifying, the name of the game also is in timing and pricing. Those manufacturers that can provide the consumer with new products at competitive prices will not only advance the state of the art, but will also enhance their position in this very active market. — *Rebecca Fannin*

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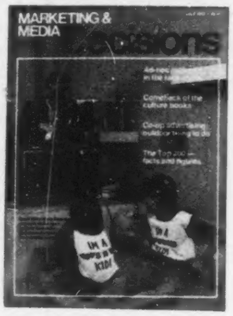

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MARKETING & MEDIA Decisions

12th ANNUAL REPORT

THE TOP 200 BRANDS

12th ANNUAL REPORT on national advertising expenditures by each brand in each of eight major media in 1982 and 1981.

Key advertising decision makers for each brand in company marketing and agency media departments.

Alphabetical index of the 200 most-advertised brands in the U.S.

Total expenditures of the Top 200 in 1979, 1980, 1981 and 1982.

Analysis of major trends among the Top 200 Brands.

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Introduction to Top 200 Brands Directory

This report is the twelfth annual report by *Marketing & Media Decisions* of major brand activity, brand expenditures in each of the eight major media and the key media decision-makers for each brand, the company and at their advertising agency. The report accounts for nearly half the total dollars invested by national advertisers in the eight major national media, which are magazines, supps, newspapers, network tv, spot tv, network radio, spot radio and outdoor.

An alphabetical index of brands, giving the ranking of each brand in order of total expenditures in two sections of the report. The first section shows brand, parent company, categories ranked in order of total expenditures in two sections of the report. The first section also shows brand, parent company, categories in which the brand spent most of its dollars and total expenditures in each year 1979, 1980, 1981 and 1982.

The second section gives individual media expenditures for each brand in 1981 and 1982, categories in which brand was most active (as defined by Leading National Advertisers) principal agencies, media decision-makers in companies and agencies.

The data is a special compilation by *Decisions* of best available expenditure estimates by Leading National Advertisers (LNA), Publishers Informations Bureau (PIB), Broadcast Advertisers Reports (BAR), Media Records, Inc. Radio Expenditure Reports (RER), Radio Advertising Bureau (RAB), Institute of Outdoor Advertising and *Decision* estimates. We have organized the data by basic brand names and combined variations of brand.

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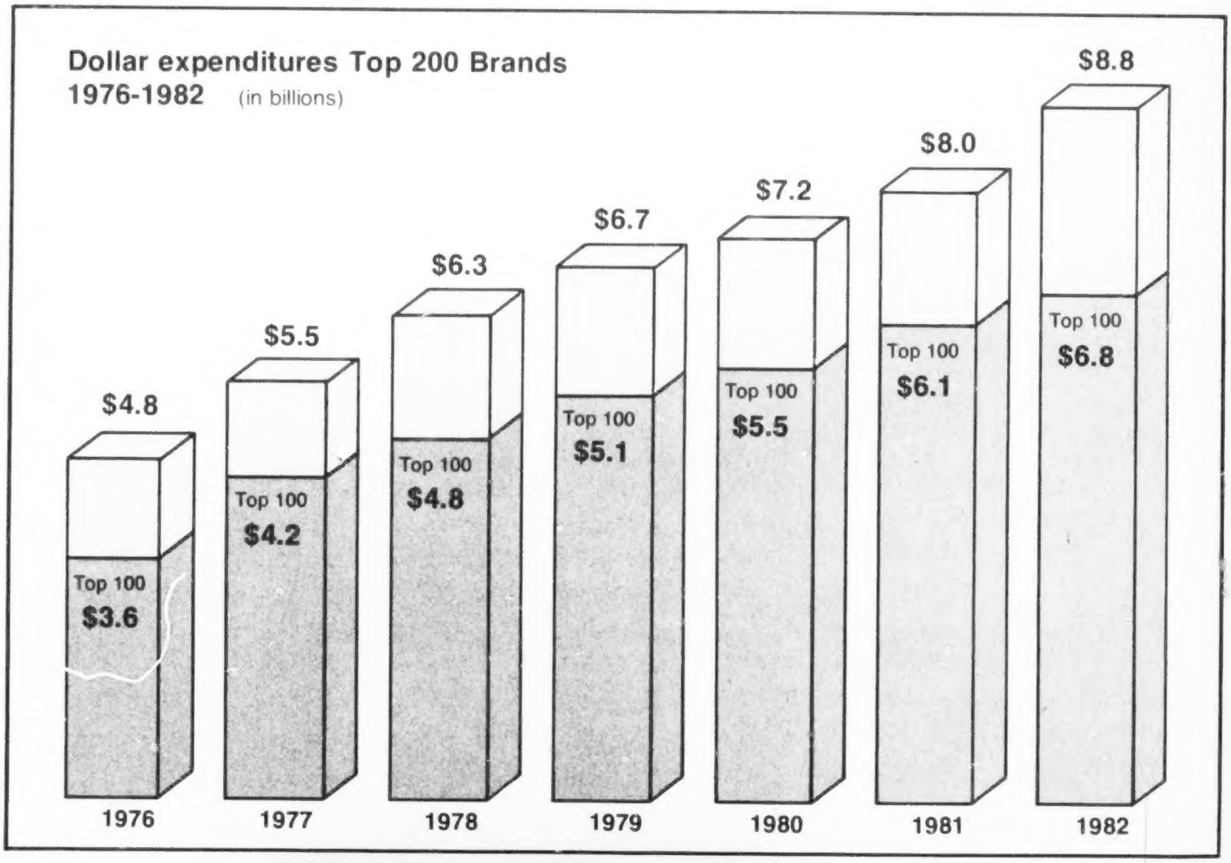
Shifts Occur in Top 200 Brands

Budget boosts among the top 200 brands in 1982 were 10% on average. This was less than in 1977 (17%) and 1978 (15%) among the most advertised brands. But it was about the same as in 1979, 1980 and 1981. The increase in media expenditures of the top 200 more than matched price increases — budgets up 10.1%, prices up 3.9%. This represents a real increase in the amount of advertising used. It represents more than a holding action at higher prices, with some advertisers doing aggressive transitions, and others holding back.

20 brands were added to the top 200 list in 1982. They were: Atari, Avis, Barclay, BMW, Bounce, Cheer, Coleco, Downy, Glad, Heinz, L'Oreal, MCI, Mercedes Benz, National Inquirer, Nissan, Parker Brothers, Texas Instruments, Timex, Visa, Woolite. Among these only three had been on the list in previous years without appearing in 1981: Timex, Bounce and Downy.

Entry fee required to be listed as one of the top 200 advertised brands rose to $15,159,000 from $14,332,000 in 1981. The average increase to make the list was 5.7% over the year before.

Leadership in the top 10 shifted slightly in the year. Of the top 25, only five were the same in 1982 as in 1981. Moving down the list, but still within the top 30 were Woolworth, Merit and Kodak. This movement was more than compensated by significant increases for Mattel, Kool and Benson & Hedges. The leaders remained the traditional ones: the five largest retail chains, four domestic automotive leaders (Ford, Chevrolet, Chrysler, Dodge), two auto importers


Dollar expenditures Top 200 Brands 1976-1982 (in billions)

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Shifts Occur in Top 200 Brands

(Toyota and Datsun), food and drink marketers (McDonald's, Kraft, Budweiser, Miller, Burger King), Cigarettes (Marlboro, Kool, Benson & Hedges, Merit, Barclay).

The drop-outs in 1982 were: Bufferin, Cambridge, Century/21, Comtrex, Excedrin, Gaines, Head & Shoulders, High Point, Kleenex, Kotex, K-Tel, Pert, Triumph.

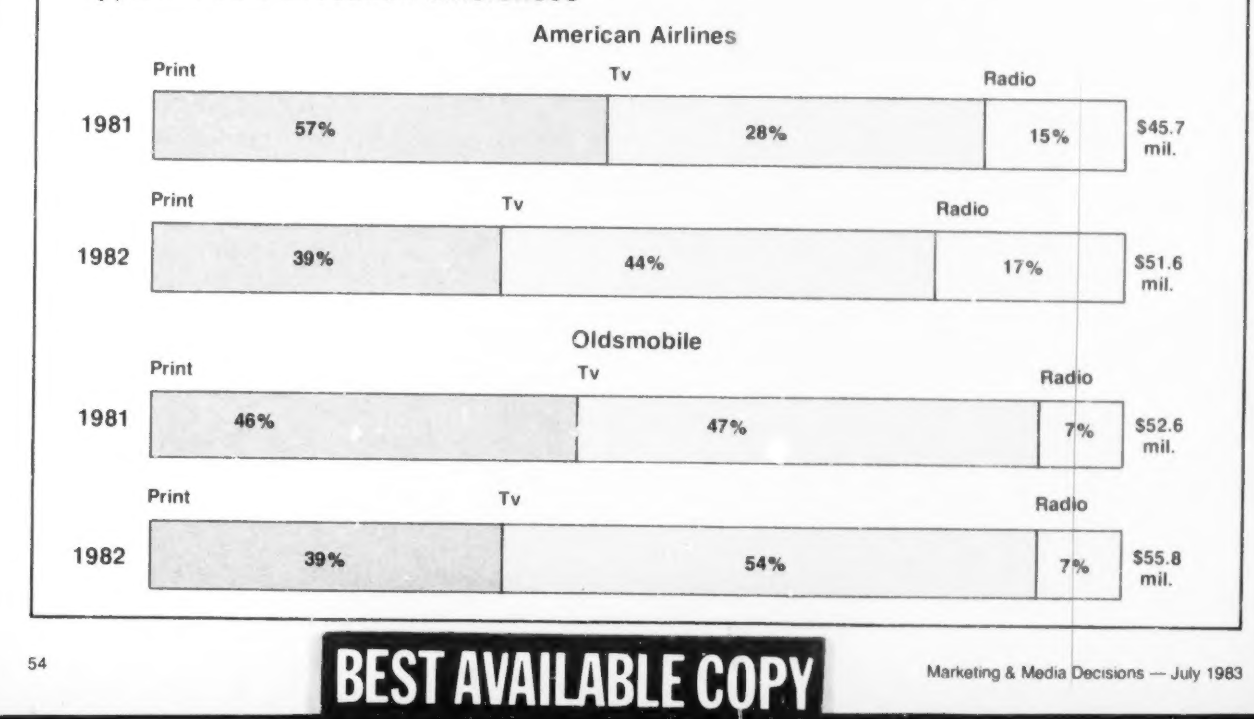
VISA worked its way into the top 200 ranking but, conspicuous by their absence were the remaining giant financial advertisers (the insurance companies, banks, diversified Wall Street houses). Only several were among the top 200 advertisers: Allstate and Prudential. If the current flurry of activity in the financial market continues, there should be a substantial influx into the top 200 during the next decade.

Share of total expenditures in the eight major media that the top 200 brands accounted for in 1982 was 44%. The eight media total for the top 200 was $8,845,355,000. Expenditures in national time and space in the eight media by all advertisers was $20,159,000,000. If you get even more exclusive and look at the top 100 brands alone, you get an eight media expenditure of $6,774,019,000, or 33.6% of all dollars in those national media.

What's a brand? We'll never get everybody to agree on what should be defined as a brand, but we're getting closer. This is the twelfth annual top brand expenditure report, and it's accepted now as official. We have also over the years incorporated reader requests into the reports. The basic definition we go by is "all advertising put behind a brand name:" Post Cereals, for example, out of General Foods; the varied food products marketed under the Kraft label; the paints, apparel, fabrics, auto accessories and other manufactured products sold under the Du Pont banner; everything advertised as a Sears product; many types of insurance; but Camel cigarettes by itself (R. J. Reynolds).

Significant increases in budgets were achieved by Miller (31%), Budweiser (56%), Marlboro (27%), Kool (273%), Benson & Hedges (86%), Pizza Hut (156%), General Motors (74%), IBM (49%), Tylenol (74%).

Typical media allocation differences



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Top 200 Millionaire Brands 1979-1980-1981-1982

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1982	1981	1980	1979
1. **Sears** (Sears, Roebuck and Co.)	Retail	$ 556,068,000	$ 505,372,000	$ 474,390,000	$ 405,835,000
2. **K mart** (K mart Corp.)	Retail	325,302,000	301,096,000	274,495,000	244,365,000
3. **Penney's** (J.C. Penney)	Retail	288,563,000	269,621,000	249,754,000	250,979,000
4. **Ford** (Ford Motor Co.)	Cars, trucks	253,733,000	223,505,000	197,763,000	175,264,000
5. **Chevrolet** (General Motors)	Cars, trucks	185,170,000	156,465,000	138,741,000	161,123,000
6. **Wards** (Mobil Corp.)	Retail	167,878,000	170,940,000	166,600,000	159,821,000
7. **McDonald's** (McDonald's Corp.)	Restaurants	163,206,000	134,046,000	130,862,000	142,569,000
8. **AT&T/Bell**	Communications	161,756,000	171,783,000	136,515,000	93,050,000
9. **Toyota** (Toyota Motors)	Cars, trucks	118,036,000	121,232,000	91,707,000	67,203,000
10. **Miller** (Philip Morris)	Beer	113,276,000	86,108,000	76,239,000	59,237,000
11. **Kraft** (Dart & Kraft Inc.)	Cooking, dairy, prepared foods	107,051,000	96,902,000	77,785,000	74,470,000
12. **Budweiser** (Anheuser-Busch)	Beer	104,897,000	67,037,000	49,032,000	36,518,000
13. **Chrysler** (Chrysler)	Cars, trucks	101,983,000	81,515,000	57,035,000	47,170,000
14. **Kellogg's** (Kellogg Co.)	Cereals	96,530,000	96,902,000	77,785,000	74,470,000
15. **Purina** (Ralston Purina)	Pet foods	94,605,000	63,905,000	78,824,000	76,890,000
16. **Woolworth** (F.W. Woolworth)	Retail	93,517,000	141,796,000	135,285,000	131,886,000
17. **Atari** (Warner Communications)	Games	86,338,000	30,660,000	—	—
18. **Datsun** (Nissan Motors)	Cars & trucks	85,540,000	82,529,000	65,711,000	65,477,000
19. **Mattel** (Mattel)	Games	85,064,000	41,782,000	25,436,000	26,267,000
20. **Honda** (Honda Motor Co.)	Cars, cycles	83,172,000	52,140,000	36,557,000	26,592,000
21. **Marlboro** (Philip Morris)	Cigarettes	75,805,000	59,356,000	48,678,000	45,388,000
22. **Kool** (B.A.T. Industries)	Cigarettes	74,323,000	19,886,000	31,755,000	28,849,000
23. **Benson & Hedges** (Philip Morris)	Cigarettes	66,810,000	35,871,000	30,773,000	30,630,000
24. **Merit** (Philip Morris)	Cigarettes	66,037,000	75,228,000	55,640,000	51,777,000
25. **Pepsi-Cola** (PepsiCo)	Soft drinks	65,989,000	53,751,000	55,001,000	57,186,000

Sources

Consumer magazines and supps: data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers (LNA) of actual linage run in those media. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors on circulation and rates supplied by the magazines. Covered are almost 100 consumer magazines and three national supps, plus tear sheets of over 1,500 regional editions a year.

Newspapers: data compiled by Media Records, which measured every ad in 221 daily and Sunday newspapers. Actual linage is multiplied by the one-time general open line rate as of January 1982. Dollar estimates include newspaper supps, preprinted inserts, comics, rotogravure, all color ads. Data is estimated to cover 82% of national newspaper linage. *Marketing & Media Decisions* has added estimates of local expenditures in newspapers by the five leading chain retailers because the extent of their operations makes their brands, in effect, "nationally" advertised as well as distributed.

Network tv and network radio: data secured by Broadcast Advertisers Reports (BAR), which monitors all network broadcasts except those of the Mutual radio network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: data secured by Broadcast Advertisers Reports (BAR) from listening posts in 75 top markets that monitor 278 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers. The estimates represent about 90% of the dollars in spot tv.

Spot radio: data generated by Radio Expenditure Reports (RER) is calculated from a sample of 800 stations in 150 markets. RER's sources are 11 radio reps handling station groups which supply quarterly computer runs by station, by market, by brand of spots aired — plus similar reports from stations in 150 markets. Expenditures are projected to an adjusted national gross figure based on a formula provided by Radio Advertising Bureau (RAB). Estimates cover about 80% of total national spot radio.

Outdoor: data is based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Brand dollar estimates are retabulated by *DECISIONS* by major brand name from the data just described. This represents the one place where the data from all these sources are presented together. The brand data in greater detail is also available from each of the organizations that compile the data. Leading National Advertisers publishes detailed listings of the information on magazines, supps, network tv, spot tv, network radio, and outdoor. References to LNA classifications are provided throughout this report for further reference in LNA's reports: Company/Brand $; Class/Brand $.

Top 200 Millionaire Brands 1979-1980-1981-1982

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1982	1981	1980	1979
26. **Barclay** (B.A.T. Industries)	Cigarettes	65,977,300	107,779,000	—	—
27. **Volkswagen** (Volkswagen Werk A.G.)	Cars, trucks	65,599,000	50,476,000	46,063,000	30,915,000
28. **Dodge** (Chrysler)	Cars, trucks	65,376,000	67,067,000	50,271,000	62,640,000
29. **Burger King** (Pillsbury)	Restaurants	65,165,000	48,797,000	45,075,000	45,109,000
30. **Pizza Hut** (Pepsico)	Restaurants	62,945,000	24,574,000	18,262,000	14,411,000
31. **Kodak** (Eastman Kodak)	Cameras	61,987,000	65,126,000	54,400,000	60,090,000
32. **Salem** (R.J. Reynolds)	Cigarettes	61,551,000	48,811,000	66,831,000	48,193,000
33. **General Motors** (General Motors)	Corporate	61,465,000	35,211,000	39,554,000	50,624,000
34. **United Airlines** (UAL)	Passenger travel	60,455,000	47,497,000	47,377,000	37,008,000
35. **Post** (General Foods)	Cereals	58,635,000	45,956,000	33,390,000	28,298,000
36. **Oldsmobile** (General Motors)	Cars	55,782,000	52,062,000	41,673,000	29,195,000
37. **Anacin** (American Home Products)	Medicines	55,669,000	44,641,000	43,513,000	39,671,000
38. **Coca-Cola** (Coca-Cola USA)	Soft drinks	55,611,000	46,879,000	44,988,000	46,364,000
39. **American Express** (Shearson/A.E.)	Financial, travel	54,363,000	47,310,000	37,723,000	33,811,000
40. **Pontiac** (General Motors)	Cars	53,658,000	48,698,000	36,664,000	37,686,000
41. **Michelob** (Anheuser-Busch)	Beer	53,597,000	44,847,000	33,623,000	33,765,000
42. **Winston** (R.J. Reynolds)	Cigarettes	53,168,000	67,655,000	48,344,000	59,230,000
43. **Mazda** (Toyo Kogyo)	Cars, trucks	52,683,000	25,552,000	30,918,000	28,427,000
44. **Clairol** (Bristol-Myers)	Hair products	51,670,000	46,944,000	47,487,000	59,737,000
45. **Maxwell House** (General Foods)	Coffee	51,578,000	45,609,000	45,090,000	51,011,000
46. **American** (American Airlines)	Passenger travel	51,564,000	45,661,000	41,958,000	29,132,000
47. **Eastern** (Eastern Air Lines)	Passenger travel	51,234,000	43,486,000	40,182,000	29,126,000
48. **Wrigley Gum** (Wm. Wrigley Jr.)	Gum	48,547,000	43,275,000	35,617,000	43,516,000
49. **Buick** (General Motors)	Cars	48,503,000	45,216,000	39,931,000	36,114,000
50. **IBM** (Intl. Business Machines)	Office machines	46,434,000	31,215,000	24,427,000	26,567,000
51. **Delta** (Delta Airlines)	Passenger travel	$ 45,653,000	$ 39,772,000	$ 34,897,000	$ 29,832,000
52. **Kentucky Fried Chicken** (Heublein)	Restaurants	44,059,000	36,551,000	30,998,000	32,633,000
53. **Tylenol** (Johnson & Johnson)	Medicines	43,987,000	36,766,000	26,495,000	23,670,000
54. **Canon** (Canon Inc.)	Cameras	42,551,000	33,225,000	28,244,000	18,012,000
55. **Vantage** (R.J. Reynolds)	Cigarettes	42,087,000	58,393,000	56,689,000	46,176,000
56. **Xerox** (Xerox Corporation)	Office machines	41,734,000	29,532,000	21,148,000	15,165,000
57. **Pillsbury** (Pillsbury Co.)	Bakery, cooking, prepared foods	41,550,000	36,480,000	32,834,000	39,615,000
58. **Virginia Slims** (Philip Morris)	Cigarettes	41,355,000	31,523,000	21,078,000	19,882,000
59. **More** (R.J. Reynolds)	Cigarettes	40,822,000	44,106,000	16,449,000	12,178,000
60. **GE** (General Electric)	Major appliances	40,075,000	69,998,000	71,896,000	62,701,000
61. **TWA** (Trans World Corp.)	Passenger travel	39,327,000	37,269,000	34,492,000	25,887,000
62. **Crest** (Procter & Gamble)	Dental supplies	39,270,000	45,888,000	28,649,000	26,682,000
63. **Mercury** (Ford Motor Co.)	Passenger cars	39,115,000	45,107,000	45,534,000	30,870,000
64. **Polaroid** (Polaroid Corp.)	Cameras	37,854,000	40,527,000	37,334,000	38,241,000
65. **Camel** (R.J. Reynolds)	Cigarettes	37,834,000	34,269,000	31,165,000	40,679,000
66. **Cadillac** (General Motors)	Passenger cars	36,091,000	36,669,000	25,137,000	23,650,000
67. **Seagram** (Seagrams Distillers Co.)	Liquor	34,279,000	39,128,000	42,366,000	43,151,000
68. **Columbia Pictures** (Coca-Cola)	Motion pictures	34,041,000	39,831,000	36,317,000	24,073,000
69. **Renault** (Renault)	Passenger cars	34,026,000	15,199,000	14,173,000	5,297,000
70. **20th Century** (20th Century-Fox)	Motion pictures	33,988,000	22,727,000	19,937,000	21,944,000

Top 200 Millionaire Brands 1979-1980-1981-1982

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1982	1981	1980	1979
71. **CBS** (CBS, Inc.)	Communications	33,488,000	30,635,000	30,033,000	30,729,000
72. **Wendy's** (Wendy's International)	Restaurants	33,412,000	26,375,000	20,555,000	20,249,000
73. **Nabisco** (Nabisco Brands)	Bakery, prepared foods, confectionery	33,399,000	30,508,000	27,317,000	24,662,000
74. **Universal City** (MCA Inc.)	Motion pictures	32,894,000	27,598,000	30,939,000	20,753,000
75. **Jell-O** (General Foods)	Desserts	32,890,000	34,009,000	28,897,000	28,073,000
76. **Du Pont** (E. I. du Pont)	Paints, fabrics, fibers, pest control	32,816,000	39,985,000	40,609,000	34,166,000
77. **Campbell's** (Campbell's Soup)	Prepared foods	32,781,000	23,644,000	18,684,000	21,174,000
78. **RCA** (RCA Corp.)	Communications	32,736,000	57,687,000	31,695,000	30,541,000
79. **Seven-Up** (Philip Morris)	Soft drinks	32,734,000	37,923,000	31,927,000	28,589,000
80. **Colgate** (Colgate-Palmolive)	Dental supplies	32,359,000	29,691,000	23,387,000	26,097,000
81. **Cover Girl** (Noxell)	Cosmetics	31,760,000	24,333,000	24,042,000	22,632,000
82. **Now** (R.J. Reynolds)	Cigarettes	31,635,000	35,022,000	45,578,000	10,057,000
83. **Kent** (Loews)	Cigarettes	31,141,000	55,276,000	56,063,000	55,205,000
84. **Revlon** (Revlon)	Cosmetics	30,948,000	28,871,000	28,940,000	29,547,000
85. **Lipton** (Thomas J. Lipton Inc.)	Prepared foods, beverages, cooking	30,947,000	35,111,000	30,933,000	27,566,000
86. **Johnson's** (Johnson & Johnson)	Baby products, shampoo, lotions	30,451,000	34,704,000	40,298,000	35,734,000
87. **National Enquirer** (Natl. Enquirer Inc.)	Newspapers	29,755,000	1,104,200	—	—
88. **Sanka** (General Foods)	Coffee	29,721,000	24,769,000	33,428,000	21,552,000
89. **Warner** (Warner Communications)	Motion pictures	29,391,000	33,481,000	32,766,000	21,792,000
90. **Clorox** (Clorox)	Laundry preparations	29,012,000	27,578,000	18,611,000	16,621,000
91. **Nestle** (Nestle Enterprises)	Confectionery, beverages, cooking	28,752,000	33,278,000	34,501,000	46,169,000
92. **Goodyear** (Goodyear)	Tires	28,030,000	27,570,000	18,947,000	20,458,000
93. **Red Lobster** (General Mills)	Restaurants	28,626,000	25,814,000	17,882,000	13,957,000
94. **True-Value** (Cotter & Co.)	Hardware	28,442,000	23,602,000	20,676,000	19,394,000
95. **Columbia Records** (CBS)	Records	28,274,000	24,665,000	29,918,000	29,154,000
96. **U.S. Army** (U.S. Army Recruit. Cmnd.)	U.S. Government	28,265,000	24,239,000	21,134,000	16,680,000
97. **Coors** (Adolph Coors Co.)	Beer	28,179,000	29,819,000	24,738,000	18,017,000
98. **Maybelline** (Schering-Plough)	Cosmetics	28,069,000	29,473,000	26,245,000	25,657,000
99. **Folger's** (Procter & Gamble)	Coffee	27,651,000	27,209,000	27,676,000	34,392,000
100. **Oil of Olay** (Richardson-Vicks)	Cosmetics	27,598,000	37,171,000	31,738,000	15,542,000

101. **Aqua-Fresh** (Beecham)	Dental supplies	$ 27,263,000	$ 21,620,000	$ 21,254,000	$ 19,305,000
102. **Ivory Soap** (Procter & Gamble)	Soaps, detergents	27,208,000	24,563,000	26,584,000	27,811,000
103. **Plymouth** (Chrysler Corp.)	Cars, trucks	27,164,000	30,397,000	28,606,000	18,265,000
104. **Subaru** (Subaru of America)	Passenger cars	27,158,000	21,422,000	15,914,000	17,271,000
105. **Gillette** (Gillette Company)	Toiletries, shaving products	27,139,000	31,885,000	34,135,000	31,160,000
106. **NBC** (RCA Corp.)	Communications	27,104,000	32,515,000	33,285,000	26,533,000
107. **Lincoln** (Ford Motor Co.)	Passenger cars	26,293,000	15,680,000	23,440,000	13,427,000
108. **Coleco** (Coleco Industries)	Games	26,697,000	7,564,000	—	—
109. **Gallo** (E&J Gallo)	Wine	26,044,000	21,293,000	22,163,000	16,859,000
110. **Heinz** (H.J. Heinz Co.)	Prepared foods	25,793,000	17,683,000	—	—
111. **Nissan** (Nissan Motors)	Passenger cars	25,718,000	4,566,000	—	—
112. **Eveready** (Union Carbide Corp.)	Household batteries	25,465,000	31,900,000	31,860,000	31,863,000
113. **Franklin Mint** (Warner Comm.)	Mail order	25,461,000	25,258,000	23,503,000	18,791,000
114. **Exxon** (Exxon Corp.)	Gas, oil	25,432,000	41,512,000	19,549,000	15,228,000
115. **Carlton** (American Brands)	Cigarettes	25,273,000	30,257,000	30,433,000	33,402,000

Top 200 Millionaire Brands 1979-1980-1981-1982

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1982	1981	1980	1979
116. **ABC** (American Broadcasting Co.)	Communications	24,989,000	32,145,000	36,972,000	31,572,000
117. **Kal Kan** (Mars Inc.)	Pet foods	24,912,000	15,188,000	11,788,000	10,990,000
118. **Playtex** (Esmark)	Underwear, feminine hygiene	24,850,000	27,469,000	19,078,000	19,922,000
119. **Dristan** (American Home Products)	Medicines	24,624,000	23,796,000	21,186,000	24,262,000
120. **Ragu** (Chesebrough-Pond's)	Sauces	24,120,000	16,289,000	18,215,000	17,878,000
121. **Lowenbrau** (Philip Morris)	Beer	24,115,000	20,788,000	19,522,000	17,242,000
122. **Betty Crocker** (General Mills)	Baking mixes, prepared foods, dinners	24,100,000	20,628,000	22,470,000	34,364,000
123. **Timex** (Timex Corp.)	Watches, computers, small appliances	24,044,000	13,885,000	14,649,000	14,994,000
124. **Mobil** (Mobil Oil)	Gas, oil	23,940,000	25,245,000	18,392,000	17,948,000
125. **Kenner** (General Mills)	Games	23,874,000	25,522,000	18,259,000	25,289,000
126. **Hershey** (Hershey Foods)	Candy	23,831,000	20,372,000	15,466,000	13,940,000
127. **Quaker** (Quaker Oats Co.)	Cereals	23,690,000	16,289,000	18,215,000	17,878,000
128. **Lysol** (Sterling Drug)	Cleaners, disinfectants	23,511,000	18,584,000	19,288,000	21,334,000
129. **American Dairy Assn.**	Dairy products	23,352,000	18,324,000	16,974,000	15,229,000
130. **Midas** (IC Industries)	Automotive supplies	23,339,000	18,563,000	17,206,000	15,205,000
131. **Sony** (Sony Corp.)	Home electronics	23,319,000	29,697,000	19,247,000	20,610,000
132. **L'eggs** (Hanes Co.-Consol. Foods)	Hosiery	22,876,000	16,215,000	20,870,000	14,077,000
133. **Federal Express** (Federal Express)	Air cargo	22,705,000	18,577,000	9,001,000	7,179,000
134. **Stouffer's** (Nestle Enterprises)	Prepared foods	22,637,000	16,741,000	16,426,000	9,690,000
135. **MCI** (MCI Communications Corp.)	Communications	22,474,000	9,973,000	—	—
136. **United Artists** (MGM/UA Entertain.)	Motion pictures	22,154,000	26,338,000	14,168,000	20,097,000
137. **Bayer** (Sterling Drug)	Medicine	22,096,000	24,650,000	23,519,000	25,072,000
138. **Safeway** (Safeway Food)	Retail	21,968,000	23,419,000	18,291,000	18,709,000
139. **Vicks** (Richardson-Vicks)	Medicines	21,895,000	32,565,000	23,509,000	26,679,000
140. **Crisco** (Procter & Gamble)	Cooking products	21,850,000	20,885,000	21,486,000	17,175,000
141. **Activision** (Activision Inc.)	Games	21,671,000	1,864,000	—	—
142. **Paramount** (Gulf & Western)	Motion pictures	21,558,000	19,561,000	10,001,000	19,676,000
143. **Allstate** (Sears, Roebuck and Co.)	Insurance	21,491,000	21,280,000	20,990,000	18,953,000
144. **Shell** (Shell Oil)	Gas, oil	21,384,000	21,466,000	17,743,000	23,427,000
145. **Milton Bradley** (Milton Bradley Co.)	Games	21,321,000	22,309,000	20,708,000	26,664,000
146. **L'Oreal** (Cosmair Inc.)	Cosmetics	21,182,000	11,947,000	—	—
147. **Kool-Aid** (General Foods)	Soft drinks	20,911,000	24,951,000	22,254,000	23,264,000
148. **TV Guide** (Triangle Publications)	Magazines	20,902,000	16,202,000	17,110,000	18,889,000
149. **BMW** (Bavarian Motor Works)	Cars, cycles	20,776,000	11,629,000	—	—
150. **Duncan Hines** (Procter & Gamble)	Baking mixes	20,698,000	20,648,000	17,135,000	12,642,000
151. **Duracell** (Dart & Kraft)	Household batteries	$ 20,558,000	$ 16,093,000	$ 13,991,000	$ 9,954,000
152. **Luvs** (Procter & Gamble)	Underwear	20,497,000	17,982,000	18,262,000	8,172,000
153. **Cheerios** (General Mills)	Cereals	20,421,000	14,614,000	13,016,000	17,591,000
154. **Taster's Choice** (Nestle Enterprises)	Coffee	20,392,000	17,267,000	10,162,000	13,302,000
155. **Parker Brothers** (General Mills)	Games	20,383,000	13,308,000	15,523,000	10,130,000

Top 200 Millionaire Brands 1979-1980-1981-1982

BRAND NAME (AND PARENT COMPANY)	CLASSIFICATION	1982	1981	1980	1979
156. **Visa** (Visa USA Inc.)	Financial	20,318,000	13,038,000	—	—
157. **Whirlpool** (Whirlpool Corp.)	Major appliances	20,286,000	15,337,000	14,025,000	13,717,000
158. **Long John Silver** (Jerrico Inc.)	Restaurant	20,189,000	20,166,000	16,054,000	12,391,000
159. **Schlitz** (Stroh Brewing Co.)	Beer	20,087,000	29,402,000	28,817,000	44,292,000
160. **Pampers** (Procter & Gamble)	Underwear	20,061,000	19,834,000	19,087,000	21,953,000
161. **Tab** (Coca-Cola)	Soft drinks	19,766,000	16,691,000	13,856,000	13,799,000
162. **Mercedes-Benz** (Daimler-Benz)	Cars, trucks	19,718,000	13,041,000	10,236,000	—
163. **De Beers** (De Beers Con. Mines)	Jewelry	19,624,000	15,236,000	10,479,000	9,956,000
164. **Aim** (Lever Brothers)	Dental supplies	19,246,000	19,204,000	16,031,000	15,596,000
165. **Levi's** (Levi Strauss)	Clothing	19,191,000	22,598,000	28,736,000	29,437,000
166. **American Motors** (American Motors)	Passenger cars	19,138,000	29,588,000	31,148,000	48,971,000
167. **Avis** (Norton Simon)	Car rental	19,011,000	19,011,000	—	—
168. **True** (Loews)	Cigarettes	18,936,000	15,782,000	18,270,000	18,253,000
169. **Texas Instruments** (Texas Inst.)	Office machines	18,745,000	10,762,000	—	—
170. **Brim** (General Foods)	Coffee	18,738,000	15,256,000	17,445,000	13,745,000
171. **Phillips** (Phillips Petroleum)	Gas, oil	18,731,000	20,591,000	17,040,000	15.032,000
172. **Topol** (Jeffrey Martin Co.)	Dental supplies	18,539,000	14,531,000	13,086,000	1,492,000
173. **Alka-Seltzer** (A.G. Bayer/Miles)	Medicines	18,475,000	21,180,000	19,502,000	24,259,000
174. **Florida Citrus** (State of Florida)	Fruits	18,475,000	17,356,000	16,746,000	12,798,000
175. **Glad** (Union Carbide Corp.)	Household accessories	18,153,000	15,875,000	—	—
176. **Birds Eye** (General Foods)	Prepared foods	17,845,000	28,237,000	20,276,000	24,855,000
177. **Natural Light** (Anheuser-Busch)	Beer	17,793,000	20,018,000	20,740,000	17,586,000
178. **Holiday Inns** (Holiday Inns Inc.)	Hotels	17,758,000	16,703,000	14,746,000	15,456,000
179. **Hallmark** (Hallmark Cards)	Greeting cards	17,520,000	14,541,000	13,658,000	13,287,000
180. **Preparation H** (Amer. Home Prods.)	Medicines	17,252,000	15,360,000	14,941,000	14,912,000
181. **Dial** (Greyhound Corp.)	Soaps, deodorants	17,219,000	22,660,000	17,694,000	14,124,000
182. **Tide** (Procter & Gamble)	Soaps, detergents	17,207,000	18,713,000	17,312,000	17,912,000
183. **Chef Boy-Ar-Dee** (Amer. Home Prods.)	Prepared foods	17,089,000	15,763,000	15,721,000	13,322,000
184. **Dr Pepper** (Dr Pepper Co.)	Soft drinks	17,066,000	16,378,000	17,010,000	14,195,000
185. **Fresh Start** (Colgate-Palmolive)	Soaps, detergents	17,057,000	14,641,000	11,904,000	6,970,000
186. **Hanes** (Hanes Co.-Consol. Foods)	Hosiery	17,045,000	14.332,000	10,558,000	10,499,000
187. **Walt Disney** (Walt Disney Prods.)	Motion pictures, resorts	17,039,000	17,168,000	14,671,000	18,310,000
188. **Bounce** (Procter & Gamble)	Soaps, detergents	16,949,000	12,868,000	14,316,000	14,065,000
189. **Zenith** (Zenith Radio Corp.)	Home electronics	16,927,000	19,785,000	17,319,000	18,748,000
190. **Downy** (Procter & Gamble)	Soaps, detergents	16,722,000	14,092,000	14,709,000	14,685,000
191. **Johnson's products** (S.C. Johnson)	Cleaners, laundry prods.	16,670,000	18,030,000	16,986,000	14,309,000
192. **Stayfree** (Johnson & Johnson)	Feminine hygiene	16,520,000	16,250,000	14,420,000	—
193. **Texaco** (Texaco Corp.)	Gas, oil	16,487,000	24,095,000	21,975,000	14,660,000
194. **Silkience** (Gillette Co.)	Cosmetics	16,454,000	20,912,000	12,589,000	12,587,000
195. **Cheer** (Procter & Gamble)	Soaps, detergents	16,380,000	12,944,000	—	—
196. **Woolite** (American Home Products)	Soaps, detergents	16,073,000	12,931,000	—	—
197. **Minolta** (Minolta Corp.)	Cameras, office machines	16,052,000	17,193,000	19,052,000	17,056,000
198. **Mennen** (Mennen Co.)	Toiletries	16,049,000	16,557,000	14,066,000	11,231,000
199. **Newport** (Loews)	Cigarettes	15,228,000	20,310,000	7,087,000	10,354,000
200. **Prudential** (Prudential Ins. Co.)	Insurance	15,159,000	14,444,000	16,614,000	672,000

Directory of Top 200 Millionaire Brands

Media expenditures in eight major media (magazines, supps, newspapers, network tv, spot tv, network radio, spot radio, outdoor) in 1981 and 1982 — Key media decision makers in companies and their agencies. These brands spend about 44% of total.

1.

SEARS

Sears, Roebuck and Co.

	media dollars	
	1981	1982
Magazines	$ 57,599,000	$ 48,231,000
Supps	421,000	505,000
Newspapers	343,000,000	394,000,000
Network tv	73,205,000	87,540,000
Spot tv	9,304,000	12,631,000
Network radio	9,820,000	11,072,000
Spot radio	12,000,000	2,084,000
Outdoor	23,000	5,000
Total	**$505,372,000**	**$556,068,000**

Classification: all retail
Marketing/brand management:
Natl ret adv mgr, David G. Slothower
Media srvs mgrs: Bernie Miller (magazines, broadcast), Gerry Byrne (newspapers, supps)
Dir of bdcst, Barbara Drew Grolla
Agencies: Ogilvy & Mather, Chicago
(Hardlines: auto, recreation (11/83); home improvements (1/84); spot radio & tv buying (1/84)
Sr vp-mgng dir, Bill Whitney
Vp-mgmt supr, Allan Mager
Sr vp-media dir, Bill Behrmann
Vp-assoc media dirs: Stan Latacha, Steve Lonning
Media supr-Sears Corp., Thos. P. Ball
NH&S, Chicago
[Softlines: home fashions (11/83); Tv sports (9/83): network tv & radio (1/84)]
Exec vp-mgng dir, Al Wolfe
Vp-mgmt rep, Robert Levin
Sr vp-media dir, David Drake
Vp-assoc media dir, Geoffrey McClelland
Media suprs: Judith Fisher, Carol Moberg
Media plnr, Kathleen McKay
Print plnr, Sherill Spolar
N W Ayer, Chicago
(Business Systems Stores)
Sr vp-mgmt supr, media dir, Robert Mickels
Media plng supr, Mary Lynn Dickman
Acct supr, Maggie Arquila
FCB, Chicago
(Corporate)
Sr vp-mgmt supr, Paul Vernon
Sr vp-dir of media, Greg Blaine
JWT, Chicago
(Hispanic markets — until 1/84)
Sr vp-mgmt dir, Bob Westerfield
Sr vp-media dir, Robert H. Irvine
Vp-grp acct media dir, Mike Lynn
Vp-acct media dir, Honora Dee
Sr vp-dir media resources, Ron Kaatz
Stern Walters/Earle Ludgin, Chicago
(Catalog, commercial sales)
Sr vp-mgmt rep, Maryanne Friend
Vp-media dir, Don Kaminky
Vince Cullers, Chicago
(Black agency of record)
Pres, Vince Cullers
Hispania/JWT, N.Y.
(Spanish markets)
Sr vp-gen mgr, Caroline Demy
Media dir, Shelly Perlman

2.

K MART

K mart Corp.

	media dollars	
	1981	1982
Magazines	$ 8,251,000	$ 8,933,000
Supps	28,000	—
Newspapers	246,000,000	270,000,000
Network tv	11,800,000	32,470,000
Spot tv	22,349,000	7,447,000
Network radio	2,636,000	761,000
Spot radio	10,000,000	5,638,000
Outdoor	32,000	23,000
Total	**$301,096,000**	**$325,302,000**

Classification: all retail
Marketing/brand management:
Vp-mktg, R. R. Dejaeghere
Dir mktg, Edward J. Kreitz
Dir crtv adv, R. Mazade
Agency: Ross Roy, Detroit
Dir crtv adv, Jack Frakes
Sr vp-ret oper, Peter Vetowich
Sr vp-mktg, Hal E. Rumble
Sr vp-grp acct supr, Byron Shaffer
Vp-acct supr, Roger Sherman
Sr vp-mktg srvcs, Gerald Moody
Vp-grp media dirs: Alfred A. Duz
Patricia Cuda (bdcst)

3.

PENNEY'S

J. C. Penney

	media dollars	
	1981	1982
Magazines	$ 8,880,000	$ 11,285,000
Supps	34,000	—
Newspapers	214,000,000	237,000,000
Network tv	25,556,000	23,788,000
Spot tv	12,954,000	13,522,000
Network radio	86,000	2,203,000
Spot radio	8,000,000	738,000
Outdoor	111,000	27,000
Total	**$269,621,000**	**$288,563,000**

Classification: all retail
Marketing/brand management:
Vp-dir of corp mktg, H. Prindiville
Mgr of mktg comm, Lou Bremer
Mgr media srvcs, James F. Boynton
Natl media plnr, Dave Wood
Proj mgr, Stephen Brown-Pearn
Adv mgr, John T. Lucas
(financial services)
Dir of insurance oper, Joseph De Melio
Dir of new prods, Gerry Montgomery
Adv/prom mgr, John Cacciola
(Catalog division)
Sr vp-dir, Rod Birkins
Dir cat mdsg, Marshall Beere

The expenditures in the eight major national advertising media of the top 200 advertised brands represents about 44% of all dollars invested in those media. For more detailed information on how each brand spends its ad dollars and for how other brands (those with budgets totalling less than $15.2 million in the eight major media) split their budgets the sources are Leading National Advertisers, Broadcast Advertiser Reports, Media Records, and Radio Expenditure Reports.

Mgr cat mktg, Demos Zacharia
Dir cat adv & publs, William Kelly
Adv mgr, John Lucas
Agencies: McCaffrey & McCall, N.Y.
(fashions)
Sr vp-grp acct mgr, William J. Vieser
Acct exec, George Hadley
Sr vp-media dir, Harris Lefkon
Sr vp-ntwk & prog, Joseph Sutton
Vp-ntwk & prog, N. Kafton
N W Ayer, N.Y.
(financial services)
Vp-mgmt supr, Joseph Dell Aquila
Vp-acct supr, John Nichols
Acct supr, Jack Raymen
Vp-grp media dir, Diane Bell
D'Arcy-MacManus & Masius, N.Y.
(catalog division)
Sr vp-mgmt supr, Stephen R. Seiter
Vp-acct supr, Dan Cole
Sr vp-exec dir media, George S. Karalekas
Sr vp-media dir, Raymond A. McArdle
Vp-assoc media dir, Douglas T. MacMullan
Media supr, William Greer

4.

FORD cars & trucks

Ford Motor

	media dollars 1981	1982
Magazines	$ 38,692,000	$47,444,000
Supps	137,000	34,000
Newspapers	28,820,000	31,593,000
Network tv	83,019,000	98,437,000
Spot tv	35,629,000	34,208,000
Network radio	4,016,000	3,907,000
Spot radio	30,197,000	35,572,000
Outdoor	2,995,000	2,538,000
Total	**$223,505,000**	**$253,733,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
(Ford Division)
Gen mktg mgr, T. J. Wagner
Adv mgr, D. T. McClure
Natl adv mgr, R. J. Gillooly
Dealer adv mgr, R. C. Olsen
(Ford Tractor Operations)
Mktg mgr, John Chuchman
Adv/sales prom, A. Pridgeon
Agencies: JWT, Dearborn, MI
(Ford Division)
Exec vp-gen mgr, Joe Schulte
Sr vp-media, Robert Gamble
Vp dirs: Howard P. Spokes (cars), Robert Mancini (trucks)
Vp-bdcst supr, Daniel Riordan

Meldrum & Fewsmith, Southfield, MI
(Tractors)
Vp-acct grp supr, Owen R. Leffler
Acct supr, J. C. Bryan
Media dir, George Hay

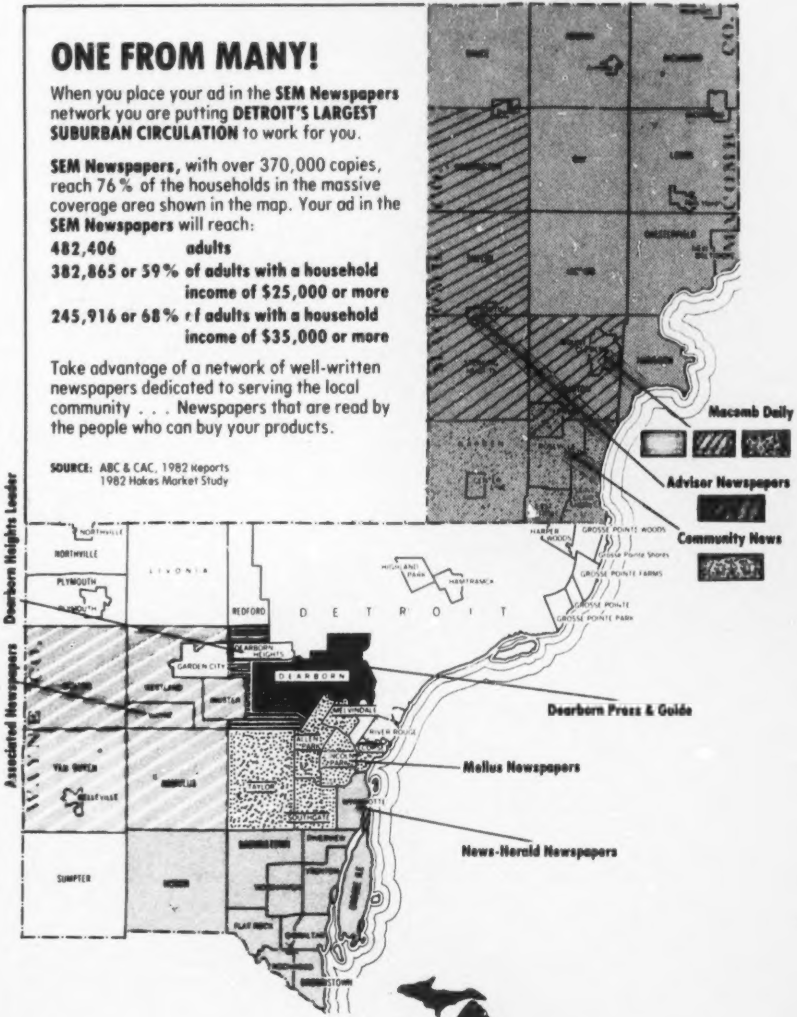
Wells, Rich, Greene, N.Y. & Detroit
(Corporate, aerospace, glass, electrical, land, credit)
Sr vp-gen mgr, Jim Lawrence (Detroit)
Sr vp, Gary Kullberg (N.Y.)
Sr vp-corp media dir., Bob Geis (N.Y.)
Vp-media dir, Shel Jones (Detroit)
Hispania/JWT, N.Y.
(Spanish markets)
Sr vp-gen mgr, Caroline Demy
Media dir, Shelly Perlman

5.

CHEVROLET cars & trucks

General Motors

	media dollars 1981	1982
Magazines	$ 20,268,000	$ 26,636,000
Supps	1,358,000	—
Newspapers	27,515,000	30,022,000
Network tv	59,239,000	76,035,000
Spot tv	28,399,000	33,268,000
Network radio	117,000	327,000
Spot radio	16,209,000	13,958,000
Outdoor	3,369,000	4,924,000
Total	**$156,465,000**	**$185,170,000**


Macomb Daily
Advisor Newspapers
Community News
Dearborn Press & Guide
Mellus Newspapers
News-Herald Newspapers
Associated Newspapers
Dearborn Heights Leader
NORTHVILLE
PLYMOUTH
LIVONIA
REDFORD
DETROIT
HIGHLAND PARK
HAMTRAMCK
HARPER WOODS
GROSSE POINTE WOODS
GROSSE POINTE SHORES
GROSSE POINTE FARMS
GROSSE POINTE
GROSSE POINTE PARK
DEARBORN HEIGHTS
GARDEN CITY
DEARBORN
WESTLAND
TAYLOR
SOUTHGATE
SUMPTER
WAYNE
RIVER ROUGE

E PLURIBUS UNUM

ONE FROM MANY!

When you place your ad in the **SEM Newspapers** network you are putting **DETROIT'S LARGEST SUBURBAN CIRCULATION** to work for you.

SEM Newspapers, with over 370,000 copies, reach 76% of the households in the massive coverage area shown in the map. Your ad in the **SEM Newspapers** will reach:

482,406 adults
382,865 or 59% of adults with a household income of $25,000 or more
245,916 or 68% of adults with a household income of $35,000 or more

Take advantage of a network of well-written newspapers dedicated to serving the local community . . . Newspapers that are read by the people who can buy your products.

SOURCE: ABC & CAC, 1982 Reports
1982 Hakes Market Study

SEM NEWSPAPERS, INC

Regional Sales Office:
P.O. Box 40, 2271 Eureka Avenue, Wyandotte, Michigan 48192
(313) 941-5450 Gil Paczewitz or Debra Latin
Represented nationally by USSPI

DETROIT'S LARGEST SUBURBAN CIRCULATION

BEST AVAILABLE COPY

Classifications: passenger cars (LNA T-110; trucks (LNA T-120)
Marketing/brand management:
Gen dir mktg, Thomas Staudt
Dir natl adv, T. R. Chick
Adv mgr (cars), S. D. McAvoy
Adv mgr (trucks & wagons), H. J. Cordes
Dir mktg, E. P. Feely, Jr.
Agency: Campbell-Ewald, Detroit
Exec vp-acct dir., William J. Tausch
Exec vp-media dir, Thomas J. Glynn
Sr vp-assoc media dir, Ronald D. Geskey
Vp-mgr ntwk buying, Judy Sawyer
Mgr spot buying, Bob Mitchell
(Cars)
Sr vp-mgmt supr (small cars), Don Williams
Sr vp-mgmt supr (big cars), Bud Allen
Vp-media grp supr, Paul Hunt
(Trucks)
Sr vp-mgmt supr, Tony Hopp
Vp-media grp supr, Jack Martin

6.
WARDS
Mobil Corp.

	media dollars	
	1981	1982
Magazines	$ 23,000	$ 105,000
Supps	$139,000	—
Newspapers	141,000,000	157,000,000
Network tv	122,000	—
Spot tv	20,613,000	9,310,000
Network radio	—	—
Spot radio	9,000,000	1,345,000
Outdoor	43,000	18,000
Total	**$170,940,000**	**$167,878,000**

Classification: all retail
Marketing/brand management:
Exec vp-mktg, Charles J. Miller
Vp-adv/sales prom, David Snell
Media dir., Carol Brewster
Admin adv mgr, E. A. Hawley
Agency: Media Bureau, Intl., Chicago
Pres, Richard Pickett
Vp, Norma Wren
Sr media buyer, Ingrid Acott, Peg Coty
Sr print buyer, J. Snyder

7.
McDONALD's
McDonald's Corp.

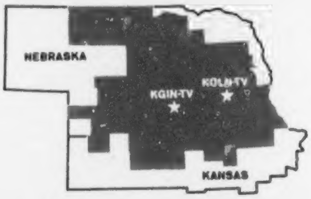
	media dollars	
	1981	1982
Magazines	$ 178,000	$ 878,000
Supps	—	297,000
Newspapers	(no data)	(no data)
Network tv	54,130,000	59,876,000
Spot tv	75,222,000	94,156,000
Network radio	3,255,000	1,718,000
Spot radio	1,632,000	2,138,000
Outdoor	3,629,000	4,143,000
Total	**$138,046,000**	**$163,206,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec vp-mktg, Paul F. Schrage
Asst vp-mktg, Stanley Nicpon
Dir of media, Laurie A. Grace
Vp-dir mktg, Bill Youngclaus
Agency: Leo Burnett, Chicago
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Acct dir, John Maruskin
Media dir, Sally Hunter

Four-year trend totals start on page 56.

If you could buy only one TV station in Nebraska, which would you choose?

How about the one that leads the nation in ADI Household Share: KOLN-TV/KGIN-TV.



FIRST IN THE NATION
Early Fringe 43%

SECOND IN THE NATION
Total Day 38%
Late News 52%

KOLN-TV/KGIN-TV dominates the $3.1 billion Lincoln-Hastings-Kearney market you've got to cover if you want to cover Nebraska. Get all the facts and figures from your Avery-Knodel representative.

Television/Radio Age and Arbitron, November 1982.

A Fetzer Station

KOLN-TV/KGIN-TV
Channel 10 · A CBS Affiliate · Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Avery-Knodel Television National Representatives

8.

AT&T/BELL

	media dollars	
	1981	1982
Magazines	$ 33,162,000	$39,369,000
Supps	366,000	818,000
Newspapers	1,280,000	6,248,000
Network tv	68,027,000	94,971,000
Spot tv	59,725,000	11,668,000
Network radio	7,300,000	7,319,000
Spot radio	428,000	1,076,000
Outdoor	595,000	287,000
Total	$171,783,000	$161,756,000

Classification: communications (LNA B-140)

Marketing/brand management:
(AT&T-Corporate)
Natl adv dir, R. J. Martin
Vp-pub rel, Edward M. Block
Assoc vp, James L. Brunson
Dir, David Shaver
(American Bell — Consumer Products Div)
Assoc vp, James Adams
Dir of adv, Andrew Morrison
(Advanced Information Systems)
Assoc vp, William Buehler
Dir of adv, Robert Warstler
(ATTIX: Long Distance)
Vp, Samuel Wilcoxson
Dir of adv, Kim Armstrong

Agencies: N W Ayer, N.Y.
(corporate/inform)
Exec vp-exec acct dir, Thomas F. Maxey
Sr vp-mgmt supr, Howard Stoner
Vp-grp media dir, Dianne Bell
(consumer products div.)
Sr vp-exec acct dir, Clark Hines
Sr vp-mgmt supr, Roy Robinson
Vp-grp media dir, Dianne Bell
(ATTIX: Long Distance)
Sr vp-exec acct dir, Stan Mattison
Sr vp-mgmt supr, Fred McClafferty
Vp-grp media dir, Jane Twyon

Cunningham & Walsh, N.Y.
(Yellow Pages)
Exec vp-dir media & mktg srvcs, Frank McDonald
Vp-media supr, Stuart Brown
Sr vp-grp acct dir, Nathaniel Allan
Vp-acct supr, Tom Kirmayer
Acct exec, Helen Murphy

For alphabetical index turn to page 50.

McCann-Erickson, N.Y.
(Long Lines)
Sr vp-mgmt rep, Hank O'Brien
Sr vp-acct dir, Tom Driscoll
Acct supr, Gina Gordon
Exec vp-dir media srvcs, Gene DeWitt
Sr vp-media plng dir, Vince Rafti
Vp-assoc plng dir, Vince Tortorelli
Media grp head, Lee Oakes

Ogilvy & Mather, N.Y.
(American Bell Advanced Information Systems)
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Ron Harrison
Vp-mgmt supr, Kelly O'Dea
Vp-acct supr, Irene Frary
Acct supr, Bruce Nathanson

UniWorld Group, N.Y.
(Minority markets)
Acct supr, Linda Dukette
Media dir, Glenn Miller

We just made Detroit's number 2 newspaper more number 2.

ABC confirms it. The latest circulation figures* show that once again The Detroit News has increased its lead over the number 2 paper.

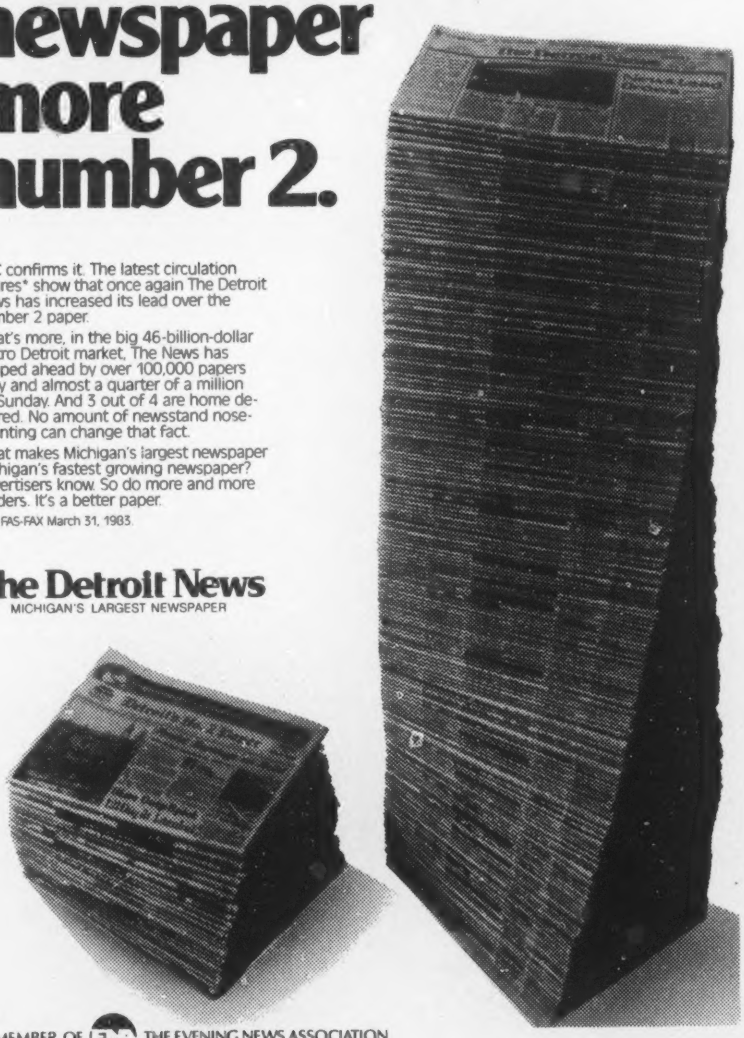
What's more, in the big 46-billion-dollar metro Detroit market, The News has jumped ahead by over 100,000 papers daily and almost a quarter of a million on Sunday. And 3 out of 4 are home delivered. No amount of newsstand nose-counting can change that fact.

What makes Michigan's largest newspaper Michigan's fastest growing newspaper? Advertisers know. So do more and more readers. It's a better paper.

*ABC FAS-FAX March 31, 1983.

The Detroit News
MICHIGAN'S LARGEST NEWSPAPER

A MEMBER OF ENA THE EVENING NEWS ASSOCIATION



9.
TOYOTA cars and trucks
Toyota Motors

	media dollars 1981	1982
Magazines	10,113,000	$ 10,895,000
Supps	49,000	—
Newspapers	11,227,000	15,610,000
Network tv	25,550,000	21,244,000
Spot tv	67,979,000	63,890,000
Network radio	150,000	250,000
Spot radio	3,765,000	3,623,000
Outdoor	2,399,000	2,524,000
Total	**$121,232,000**	**$118,036,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)

Marketing/brand management:
Vp mktg, Warren E. Christell
Adv projects mgrs: Jack Collins, James E. Press
Adv prgms mgr, E. P. Broussard

Agency: DFS, New York
Mgmt reps: Stuart Upson, Jim Lindsey (N.Y.); Norman Lauchner (L.A.)
Exec vp-media dir, Allen Banks
Sr vp-sr assoc media dir, Louis Capozzoli
Vp-assoc media dirs: John Adams, Peter Regan

10.
MILLER beer
Philip Morris

	media dollars 1981	1982
Magazines	$ 721,000	$ 1,555,000
Supps	—	—
Newspapers	218,000	490,000
Network tv	60,839,000	74,651,000
Spot tv	11,451,000	19,868,000
Network radio	—	—
Spot radio	12,698,000	16,051,000
Outdoor	181,000	661,000
Total	**$86,108,000**	**$113,276,000**

Classification: beer (LNA F-310)

Marketing/brand management:
Exec vp, Lauren S. Williams
Vp-brand mgmt, William W. Catlin
Grp prod dir Robert Toledo (Lite),
Brand mgrs: Douglas E. Rogers (High Life), William H. Barrett (Lite)
Victor Imbimbo, Jr. (new products)

Agencies: Backer & Spielvogel, N.Y.
Sr vp-mgmt, Jeffrey Palmer
Vp-mgmt supr, Dean Scaros
Exec vp-acct srvcs, Bob Holmen
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Vp-assoc media dir, Scot Butler

Mingo-Jones, New York
(ethnic markets)
Vp-mgmt supr, Samuel Chisholm
Media mgr, Betty Robinson

11.
KRAFT
Dart & Kraft Inc.

	media dollars 1981	1982
Magazines	$23,450,000	$ 17,711,000
Supps	1,202,000	379,000
Newspapers	4,783,000	3,955,000
Network tv	36,550,000	37,074,000
Spot tv	25,853,000	46,020,000
Network radio	427,000	470,000
Spot radio	4,577,000	1,395,000
Outdoor	60,000	47,000
Total	**$96,902,000**	**$107,051,000**

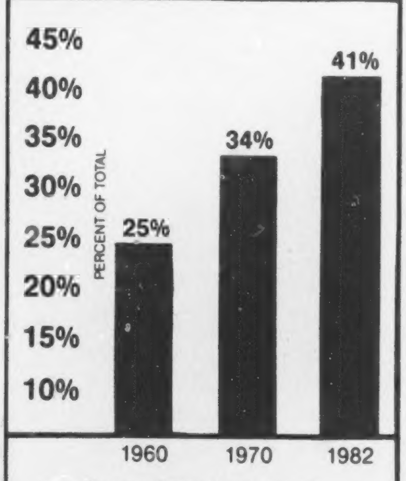
Classifications: cooking products (LNA F-110); dairy products (LNA F-130); prepared foods (LNA F-120); confectionery (LNA F-210); bakery goods (LNA F-160); beverages (LNA F-170)

Marketing/brand management:
Exec vp mktg, J. Durrett
Vp-dirs: S. Gardner (refrig prod), J. Wilson (grocery prod)
Vps-mktg: D. Blue, N. Ross, R. Miller, J. Craig
Vp-dir adv & mktg srvcs, Retail Food Group, James R. Blocki
Mgr adv srvcs, W. Landgraf;
Gen adv mgr, R. K. Powell
Grp brand mgrs: E. H. Hale (jellies, confections); J. L. MacDonald (pourables); P. Buranich, C. F. Martin, R. Verner, H. E. Jolly, R. Eckert (cheese); J. G. Powell (dinners BBQ); H. Roberts (viscous dressings); R. Lenny (margarine, citrus); D. Andler (frozen); L. A. Clark, K. Males (new products)

Agencies: FC&B, Chicago
(Retail Food Group)
Grp mgmt supr, J. J. Cerasani
Vp-mgmt supr, M. Aarons
Acct suprs: T. Shapiro (dinners/confections), J. Pearl (BBQ)
Acct execs: Y. Posa (teen, home econ, BBQ), D. Balabanos (dinners, confections)
Sr vp-media dir, Greg Blaine
Grp media dir, Ralph Katz
Media supr, Katie Donoval

Now, More Than Ever You Need The FORT LAUDERDALE NEWS/SUN-SENTINEL To Cover The Fort Lauderdale-Miami DMA

Metro Fort Lauderdale Share of Total Retail Sales in The Fort Lauderdale-Miami DMA



Source: Sales Management Survey of Buying Power

In 1982 Metro Fort Lauderdale accounted for 41% or $6.8 billion of the $16.6 billion total retail sales in the Ft. Lauderdale-Miami DMA...the largest market in the Southeast.

In The Fort Lauderdale ABC Primary Market Area The Fort Lauderdale News/Sun-Sentinel, daily, reach 57% of all market adults, 63% on Sunday...that's 82% of the Fort Lauderdale News/Sun-Sentinel-Miami Herald daily and Sunday audience total.

You can't reach this quality market without the Fort Lauderdale News/Sun-Sentinel, South Florida's fastest growing newspapers.*

*March, 1983 ABC Publishers Statement

Fort Lauderdale
News/Sun-Sentinel

Represented nationally by C.W.O. & O.
In Florida, Publishers Representatives

NH&S, Chicago
(Parkay, fruit spreads, mustard, Philadelphia Brand dressing, Cheez'n Crackers, new products)
Sr vp-mgmt rep, Jack W. Copher
Vp-acct dir, Kathie McKirdy
Vp-acct supr, Brian Goodall
Vp-acct supr, V. K. Nelson
Acct coor, Joanne Grabo
Sr vp-media dir, David Drake
Vp-dir media oper, W. F. Heimann, Jr.
Assoc media dir, Diane Niederman
Media plnr, Cathryn Sweeney
Print plnr, Marie Lehan
Local bdcst buyer, Susan Ensminger
Vp-ntwk dir, Howard M. Sirinsky
Ntwk supr, Joan Murphy
Ntwk plnr, Jan Roberts

JWT, Chicago
(Food service, industrial, cheese, salad products)
Sr vp-grp acct dir, R. L. McCullough
Vp-mgmt suprs: R. Lansdowne (viscous dressings), J. Anastos (food service/military), B. Gilmore (cheese)
Sr acct suprs: J. White, M. Keenan, K. Prior
Acct suprs: D. Cosyns, K. McCormick, D. Blanton, G. Schott, T. Denison
Sr vp-media dir, Robert H. Irvine
Vp-grp acct media dir, Nadine Martens
Vp-acct media dir, Robin Lampert
Acct media dir, John Bredemann

N W Ayer, Chicago
(Frozen foods)
Sr vp-mgmt supr, J. Titus
Vp-acct supr, Leslie Carothers
Acct supr, Jill Beach
Vp-media srvcs dir, Tom Spa[illegible]ari

N W Ayer, N.Y.
(Dairy products group)
Sr vp-exec acct dir, Ruth A. Salevouris
Sr vp-mgmt supr, William J. Marx
Vp-acct suprs: Bill Stabile, Lee Rubin
Assoc media dir, Jim Mitchell

Greers Gross, N.Y.
(Dairy products group)
Vp-mgmt supr, Dennis Fogarty
Acct supr, Stephen Lloyd
Acct execs: Tricia Benz, Liz Ryba
Sr vp-media dir, Edward Weiner
Vp-assoc media dir, Joy Gaffigan
Plng supr, Reatha Slaven
Sr plnr, Sherry Pinkof

Hispania/JWT, N.Y.
(Spanish markets)
Sr vp-gen mgr, Caroline Demy
Media dir, Shelly Perlman

Proctor & Gardner, Chicago
(Black markets)
Sr vp-acct supr, Rolfe Kolconay
Vp-media dir, Anthony Moore

12.

BUDWEISER beer

Anheuser-Busch

	media dollars	
	1981	1982
Magazines	$ 1,270,000	$ 2,560,000
Supps	—	—
Newspapers	939,000	1,929,000
Network tv	27,406,000	50,479,000
Spot tv	11,390,000	21,905,000
Network radio	2,927,000	4,572,000
Spot radio	21,640,000	20,261,000
Outdoor	1,465,000	3,191,000
Total	**$67,037,000**	**$104,897,000**

Classification: beer (LNA-F-310)
Marketing/brand management:

Vp-mktg, Michael J. Roarty
Vp-brand mgmt, Jack MacDonough
Vp-corp media, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Grp mktg mgr, Thomas Sharbaugh
Sr prod mgrs: Bob Merz, Bob Goughenour (Bud Light)

Agencies: D'Arcy-MacManus & Masius, St. Louis

Sr vp-mgmt supr/A-B Worldwide, Percy Orthwein
Sr vp-mgmt supr/A-B Beer Brands, Tim Arnold
Vp-acct supr, Todd Abrams
Acct exec, Rich Lalley
Asst acct exec, Fred Wolter
Sr vp-dir media srvcs, Frank Kopec
Vp-grp media dir, Steve Phelps
Vp-assoc media dir, Beth Seib
Sr media supr, Kitty Clark

NH&S, Chicago

(Bud Light)

Sr vp-dir media resources, David Drake
Vp-dir media oper, William Heimann, Jr.
Vp-grp media dir, Phillip Morrow
Vp-assoc media dir, Tom McAlevey
Media suprs: Julie Guerrero, Gary Mueller
Media plnrs: Ellen Robinson, Edward Bayer, Todd Brewster
Print plnr, Marie Lehan
Local bdcst buyers: Marianne Monahan, Nancy McGroarty, Lenore Murphy, Dale Ruthenberg, Susan Ensminger
Sr vp-mgmt rep, Ron Bess
Vp-acct supr, John Greening
Vp-acct exec, Bob Klein

13.

CHRYSLER cars

Chrysler

	media dollars	
	1981	1982
Magazines	$10,231,000	$ 8,849,000
Supps	—	—
Newspapers	16,235,000	16,789,000
Network tv	20,660,000	34,471,000
Spot tv	8,170,000	12,185,000
Network radio	1,615,000	813,000
Spot radio	24,259,000	28,293,000
Outdoor	255,000	583,000
Total	**$81,515,000**	**$101,983,000**

Classification: cars (LNA T-110)
Marketing/brand management:
(corporate)
Vp-mktg, J. A. Campana
Adv mgr, J. L. Hickey
(cars)
Vp-mktg, J. A. Campana
Gen mktg mgr, A. C. Liebler
Natl adv mgr, A. C. Kesteloot
Adv mgrs: G. A. Northrop, A. D. Imber (retail)
Agencies: Kenyon & Eckhardt, Detroit
Chmn, John J. Morrissey
Exec vp, Peter S. Dimsey
Sr vp-mgmt suprs: D. L. Kerr (corp.), L. H. Vernon (cars)
Acct suprs: W. J. Shea (corp.), J. J. Jacobs, (cars)
Sr vp-media dir, P. D. Matz
Sr vp-dir media plng, E. E. Kruger
Vp-media grp head, M. J. Vogel (cars)
Media suprs/plnrs, J. A. Vaglia (corp.), Craig J. Yateman (cars), Pam Iverson (dealer assn.)
Ross Roy, Detroit
(corporate-creative)
Vp-grp acct suprs: Don Baldwin, John A. Hendrie

14.

KELLOGG'S products

Kellogg Co.

	media dollars	
	1981	1982
Magazines	$ 4,740,000	$ 8,437,000
Supps	—	296,000
Newspapers	2,764,000	2,044,000
Network tv	66,793,000	57,413,000
Spot tv	13,079,000	27,292,000
Network radio	1,455,000	—
Spot radio	1,744,000	794,000
Outdoor	121,000	254,000
Total	**$90,696,000**	**$96,530,000**

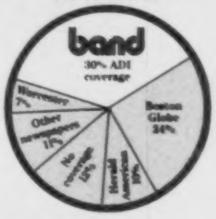
band dominates the Boston ADI.

Nashua
Enterprise
Ledger
Support Dukakis
band

BAND penetrates the Boston ADI with 30% coverage. 23 ABC newspapers deliver a total of 604,782* households daily… 96% within the ADI; total adult readership averages 1,330,520.

It's the #1 single buy (and it's at a discount).

*March '82 ABC Fas Fax



BAND: Boston Area Newspaper Dailies
Nationally marketed by

LANDON

23 offices coast-to-coast: call New York: 212-867-1112/
Boston: 617-266-2141/Chicago: 312-644-8270.

Classifications: cereals (LNA F-122), bakery goods (LNA F-160)

Marketing/brand management:

Sr v-mktg, J. R. Aubuchon

Dirs-grp prod mgmt: R. L. Pollard, W. H. Weintraub

Mgr print srvcs, S. D. Sonnabend

Agency: Leo Burnett, Chicago

Exec vp-client srvcs, Bill Lynch

Sr vp-media srvcs dir, Kenneth Lane

Vp-media, Willard Hadlock

Media dir, Dick Coons

15.

PURINA pet food

Ralston Purina

	media dollars 1981	1982
Magazines	$ 7,782,000	$ 7,855,000
Supps	193,000	1,246,000
Newspapers	974,000	2,163,000
Network tv	50,803,000	71,570,000
Spot tv	4,135,000	11,440,000
Network radio	—	—
Spot radio	18,000	221,000
Outdoor	—	110,000
Total	**$63,905,000**	**$94,605,000**

Classification: pet food/supplies (LNA G-530)

Marketing/brand management:

Vp-dir of adv & mktg srvcs, William M. Claggett

Div vp-pet foods mktg, Blair Gensamer

Media comm dir, F. Lee Zingale

Media dirs: Mary Howard, Don Martin

Agencies: Wells, Rich, Greene, N.Y.

Sr vp-acct grp head, Pete Petray

Sr vp-corp media dir, Robert Geis

Vp-plng srvc dir, Steve Ziglar

Vp-plng grp head, Pat Casa

Della Femina, Travisano & Partners

(New products)

Mgmt rep, Jerry Della Femina

Sr vp-media dir, Ned Gelband

Drossman Yustein Clowes, N.Y.

(creative-Meow Mix)

Mgmt supr, Matthew Mansfield

Gardner, St. Louis

Pres, C. Kelly O,Neill

Sr vp-acct mgmt, Larry Noedel

Sr vp-mgmt supr, Thomas Hizar

Advanswers Media/Programing, St. Louis, New York, Los Angeles

(Sub. Gardner Advertising)

Pres., Donald Stork

Exec vp, Jack Shubert

Pres ntwk subsidiary, Paul Schulman (N.Y.)

Averett, Free & Ginsburg, N.Y.

Sr vp-mgmt supr, Ron Thomas

Sr vp-media dir, Abe Mendel

Tatham Laird & Kudner, Chicago

Mgmt supr, Kirk Borland

Acct supr, Roberta Borst
Acct execs: Alicia Howington, Gavan Goodrich
Sr prtnr-media oper, Phil Gerber
Media dir, Leonard Materna
Assoc media dir, Joanne Franck
Media plnr, Sue Ellen Miller

Don Tennant, Chicago
(Thrive, new products)
Pres-ceo, Thomas J. Prchal
Vp-mgmt dir, Alan L. Moser
Acct suprs: Robert Meuser, Uwe Wende
Acct exec, Bill Freeman
Vp-dir media srvcs, James W. Gustafson

MCA Advertising, N.Y.
Pres, Morgan Hunter
Exec vp-acct mgmt, Warren Doechter
Sr vp-media dir, Dawn Sibley
Vp-assoc media dir, Laura Hartenbaum
Asst media dir, Janet Shechter
Media plnr, Molly Hood

TBWA, New York
Mgmt supr, William Tragos
Media dir, Claude Fromm

16.
WOOLWORTH
F. W. Woolworth

	media dollars 1981	media dollars 1982
Magazines	—	$ 11,000
Supps	—	—
Newspapers	133,000,000	87,720,000
Network tv	—	—
Spot tv	1,796,000	3,564,000
Network radio	—	—
Spot radio	7,000,000	2,222,000
Outdoor	—	—
Total	**$141,796,000**	**$93,517,000**

Classification: all retail
Marketing/brand management:
Vps-merchandise: Frank Neuman, Herbert Kaltbaum
Vp-sales & adv, Gary Fuller
Dir adv, Charles Worley

Agency: Sawdon & Bess, N.Y.
Pres, Jerome Bess
Grp sr vp-mgmt supr, William J. Lane
Media dir, John Prendergast
Bdcst supr, Dorothy Smith

SAY, DID YOU SEE THIS ARTICLE ON THE SIMPLY MARVELOUS LOUIS XV BOUDOIR SUITE MOUNTED IN GILT BRONZE?
DOESN'T HELP ME, I'M LOOKING FOR KID-PROOF FURNITURE.

Our readers look to us for real ideas. About decorating, building, remodeling, outdoor living and food. More readers than ever. With a circulation that has grown to 1,425,000. A 30% increase in just 13 months. Incredible!

1,001 HOME IDEAS A Family Media Publication
Down to earth. Where your market is.

17.
ATARI
Warner Communications

	media dollars 1981	media dollars 1982
Magazines	$ 3,673,000	$ 8,559,000
Supps	—	21,000
Newspapers	2,315,000	8,520,000
Network tv	20,287,000	50,838,000
Spot tv	3,935,000	13,415,000
Network radio	—	1,178,000
Spot radio	442,000	1,894,000
Outdoor	8,000	19,000
Total	**30,660,000**	**$86,338,000**

Classifications: games (LNA G-450); home electronics (LNA H-320)
Marketing/brand management:
Chmn, ceo, Raymond F. Kassar
(corporate division)
Sr vp-adv/mktg, Theodore N. Voss
Vp-adv/mktg, Jan Soderstrom
Dir of adv, Barry Ofstedal
Dir of media, Rick Glosman
Dir of intl adv, Dick Arroyo
(consumer electronics)
Exec vp-mktg, Donald J. Kingsboro
Sr vp-mktg, David N. Ruckert

Agencies: DDB, New York
(Home video games: software/hardware-and co-op)
Exec vp-Peter Falcone
Sr vp-mgmt suprs: David R. Sklauer, Charles Lehmann
Vp-acct supr, Martin Hummel
Acct suprs: Jeffrey T. Andrews, Brian C. Craig
Exec vp-media/prog, Michael D. Drexler
Vp-media plng dir, Conant Sawyer
Assoc media plng dir, Shirlyn Mandel

Young & Rubicam, N.Y.
(Service centers, coin-operated games)
Exec vp-grp dir, Roby Harrington
Vp-grp supr, David Fulton
Supr-William Colihan
Vp-mgmt supr, Jerry Shershewsky
Vp-acct supr, Jordan Stanley

Wells, Rich, Greene, N.Y.
(Pre-school/home computer div.)
Sr vp-acct grp head, Frank Schwartz
Vp-mgmt suprs: Janet Stanton (Preschool), Richard Khaleel
Sr vp-corp media dir, Robert Geis
Vp-media grp head, Patricia Casa

Backer & Spielvogel, N.Y.
(AtariTel)
Sr vp-grp mgmt rep, Randolph Lindel
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Vp-assoc media dir, Alain Zutter

NH&S, New York
(Special projects)
Sr vp-mgmt rep, John Gellatly
Acct supr, Kristi Anderson
Sr vp-media dir, Page Thompson
Assoc media dir, Bob Huft
Atari Advertising, Sunnyvale, CA
(House agency)
Acct exec George Opperman

18.

DATSUN cars and trucks

Nissan Motor
(See also: 111. Nissan)

	media dollars	
	1981	1982
Magazines	$ 7,953,000	$ 6,656,000
Supps	151,000	99,000
Newspapers	8,822,000	9,711,000
Network tv	19,951,000	14,458,000
Spot tv	36,649,000	42,313,000
Network radio	—	—
Spot radio	7,667,000	11,383,000
Outdoor	1,336,000	920,000
Total	**$82,529,000**	**$85,540,000**

Classifications: passenger cars (LNA H-110); trucks (LNA -T-120)

Marketing/brand management:
Vp-mktg srvcs, Bob Kent
Dir adv, Joe Opre
Media plng mgr, Susan Furedi
Agency: William Esty, N.Y.
Sr vp-mgmt supr, George Beech
Vp-acct supr, Tom Boyle (L.A.)
Sr vp-media dir, Tom Hill (N.Y.)
Assoc media dirs: Ken Munkens (N.Y.), Jolene Fedrick (L.A.)
Media suprs: H. Amison, C. Melone

19.

MATTEL toys

Mattel

	media dollars	
	1981	1982
Magazines	$ 3,580,000	$ 8,188,000
Supps	102,000	317,000
Newspapers	2,186,000	4,805,000
Network tv	25,919,000	55,533,000
Spot tv	9,975,000	16,052,000
Network radio	—	—
Spot radio	30,000	155,000
Outdoor	20,000	14,000
Total	**$41,782,000**	**$85,064,000**

Classifications: games (LNA G-450); home electronics (LNA H-320)
Marketing/brand management:
Vp-mktg srvcs, Joe Morrison
Dir adv, Jim King
Agencies: Ogilvy & Mather, L.A.
Sr vp-media dir, Ron Reilly
Vp-assoc media dirs: Mary Flatlie, Tom Coughlin
Cervantes/Choate, San Francisco
(Hispanic markets)
Pres, John Choate
AyerDirect, Los Angeles
(Mattel Direct Marketing)
Exec vp, Bartine A. Stoner, Jr.
Vp-mgr AyerDirect, L.A., Donn Dufford
Vp-media dir, Shirley J. Miller

20.

HONDA

Honda Motor Co.

	media dollars	
	1981	1982
Magazines	$12,344,000	$15,446,000
Supps	415,000	343,000
Newspapers	4,792,000	6,792,000
Network tv	18,275,000	29,887,000
Spot tv	9,240,000	14,556,000
Network radio	—	1,239,000
Spot radio	5,485,000	11,866,000
Outdoor	1,589,000	3,043,000
Total	**$52,140,000**	**$83,172,000**

Classifications: motorcycles (LNA G-440); passenger cars (LNA T-110); building equipment (LNA H-520); garden machinery (LNA T-610)
Marketing/brand management:
(passenger cars)
Sr vp, Cliff Schmillen
Natl adv/sales prom mgr, Eric Conn
(Motorcycles, motor scooters, all terrain vehicles)
Asst natl adv mgr, Neil Leventhal
Agencies: NH&S, Los Angeles
Sr vp-mgmt rep Bob Qelsh
Vp-acct dir, Bill Hagelstein
Vp-acct supr, Tom Cavanagh
Dir of media resources, Emil Iannaccone
Assoc media dir, Jack Valente
Dailey & Assoc, Los Angeles
(Motorcycles)
Sr vp-mgmt supr, Mike Nyerges
Sr vp-media dir, Marc Feidelson
Vp-assoc media dir, George Troll
Asst media dir, Marvin Press

OH, HAVE YOU SEEN THIS MONTH'S SPREAD ON THE FABULOUS FAIRY-TALE ROYAL KITCHENS AT BUCKINGHAM PALACE?
DOES IT SAY ANYTHING ABOUT FROST-FREE REFRIGERATORS?

Our readers look to us for real ideas. About remodeling, decorating, building, outdoor living and food. More readers than ever. With a circulation that has grown to 1,425,000. A 30% increase in just 13 months. Incredible!

1,001 HOME IDEAS A Family Media Publication
Down to earth. Where your market is.

21.
MARLBORO cigarettes
Philip Morris

	media dollars 1981	1982
Magazines	$27,037,000	$41,677,000
Supps	1,305,000	4,104,000
Newspapers	16,731,000	13,207,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	14,283,000	16,877,000
Total	**$59,356,000**	**$75,865,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:

Vp-brand prom, Robert Fitzmaurice
Brand mgr., Bob Roper
Vp-media, James L. Thompson Jr.

Agency: Leo Burnett, Chicago
Sr vp-client srvc dir, Bill Engelbrecht
Acct supr, Peter Volz
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Bob Houghtlin

22.
KOOL cigarettes
(Brown & Williamson)
B.A.T. Industries

	media dollars 1981	1982
Magazines	$10,167,000	$26,813,000
Supps	1,317,000	8,228,000
Newspapers	4,821,000	19,138,000
Network tv	—	—
Spot tv	—	804,000
Network radio	—	—
Spot radio	—	—
Outdoor	3,581,000	19,340,000
Total	**$19,886,000**	**$74,323,000**

Classifications: tobacco (LNA G-110); events (LNA G-320)
Marketing/brand management:
Grp prod dir, G. T. Reid
Mgr media srvcs, Jim Coleman
Asst media mgr, Fran Canary
Agency: Cunningham & Walsh, Chicago
Sr vp-acct dir, Mike S. Mayers
Sr vp-mgmt supr, Rob Vail
Acct supr, Cynthia Dillon
Acct exec, Karen Conorqui
Vp-assoc media dir, Mel Stevens
Grp media supr, Mary J. Struble

23.
BENSON & HEDGES
Philip Morris

	media dollars 1981	1982
Magazines	$19,485,000	$29,261,000
Supps	4,800,000	5,076,000
Newspapers	7,032,000	24,219,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,554,000	8,260,000
Total	**$35,871,000**	**$66,816,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Brand mgr, Lawrence E. Wilson
Vp-media, James L. Thompson, Jr.
Agency: Wells, Rich, Greene, N.Y.
Sr vp-acct grp head, David Bulleit
Vp-mgmt suprs: Vince Minicucci, Jayne Eastman
Sr vp-corp media dir, Bob Geis
Vp-plng srvcs dir, Steve Ziglar
Plng grp head, William Ferguson

24.
MERIT
Philip Morris

	media dollars 1981	1982
Magazines	$20,747,000	$28,264,000
Supps	3,568,000	4,114,000
Newspapers	38,133,000	23,681,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	12,780,000	9,978,000
Total	**$75,228,000**	**$66,037,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Brand mgr, Richard L. Stirlen
Vp-media, James L. Thompson, Jr.
Agency: Leo Burnett, Chicago
Sr vp-client srvc dir, Bill Engelbrecht
Acct supr, Peter Metz
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Bob Houghtlin

OOH—DID YOU READ ABOUT THAT CATALAN FEAST WHERE THEY BURY A PIG IN A PIT AND ROAST IT FOR 2 DAYS?
WHAT DID THEY SAY ABOUT QUICK DINNERS FOR 5?

Our readers look to us for real ideas. About food, decorating, building, remodeling and outdoor living. More readers than ever. With a circulation that has grown to 1,425,000. A 30% increase in just 13 months. Incredible!

1,001 HOME IDEAS A Family Media Publication
Down to earth. Where your market is.

25.

PEPSI-COLA

PepsiCo

	media dollars 1981	media dollars 1982
Magazines	$ 254,000	$ 271,000
Supps	—	—
Newspapers	1,843,000	1,786,000
Network tv	10,129,000	13,319,000
Spot tv	34,461,000	40,784,000
Network radio	—	—
Spot radio	6,926,000	8,825,000
Outdoor	138,000	999,000
Total	**$53,751,000**	**$65,984,000**

Classification: soft drinks (LNA F-220)

Marketing/brand management:

Vp-mktg, Dan Clark
Media dir, Henry V. Hayes
Natl media mgr, Ron Mednick

Agency: BBDO, New York

Exec vp-mgmt supr, John Dunning
Exec vp-dir of media prog, Arnie Semsky
Sr vp-dir of media plng srvcs, Mike Drake
Sr vp-dir media buying, Larry Hoffner
Vp-assoc dir ntwk plng, Susan Auerbach
Vp-assoc media dir, Ivan Becker
Ntwk supr, Larry Blasius
Media supr, Rene Goldmuntz
Media plnr, David Hady

26.

BARCLAY

(Brown & Williamson)
B.A.T. Industries

	media dollars 1981	media dollars 1982
Magazines	$30,255,000	$29,025,000
Supps	11,841,000	8,600,000
Newspapers	34,917,000	13,851,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	18,659,000	14,501,000
Total	**$95,672,000**	**$65,977,000**

Classification: tobacco (LNA G-110)

Marketing/brand management:

Grp prod dir, Doug Falk
Mgr media srvcs, Jim Coleman

Agencies: Ogilvy & Mather, N.Y. (creative only)

Sr vp-mgmt supr, Mike Newbrand

Cunningham & Walsh, N.Y. (media)

Sr vp-media, Frank P. McDonald

27.

VOLKSWAGEN cars, trucks

Volkswagenwerk A. G.

	media dollars 1981	media dollars 1982
Magazines	$12,141,000	$13,993,000
Supps	23,000	—
Newspapers	5,811,000	11,657,000
Network tv	19,942,000	22,355,000
Spot tv	11,141,000	14,653,000
Network radio	—	—
Spot radio	606,000	1,867,000
Outdoor	812,000	74,000
Total	**$50,476,000**	**$64,599,000**

Classification: cars (LNA T-110)

Marketing/brand management:

Exec vp-sales & mktg, Peter Weiher
Vp-VW Div, James R. Fuller
Mgr, mktg srvcs, Charles R. Hughes
Mgr, VW adv, John Slaven
Reg adv mgr, Mike Kaptuch

Agency: DDB, Detroit

Pres, Robert Rees
sr vp-mgmt supr, Willy Hopkins
Vp-acct supr, Sal Triano
Acct supr, Christopher J. Ally
Vp-acct supr, reg oper, Ron Rogginger
Vp-dir media & prog, Al Petcavage

28.

DODGE cars and trucks

Chrysler

	media dollars 1981	media dollars 1982
Magazines	$10,471,000	$10,078,000
Supps	193,000	731,000
Newspapers	11,231,000	12,406,000
Network tv	19,856,000	24,063,000
Spot tv	20,610,000	11,304,000
Network radio	152,000	2,107,000
Spot radio	4,309,000	4,387,000
Outdoor	245,000	300,000
Total	**$67,067,000**	**$65,376,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)

Marketing/brand management:

Vp-mktg, J. A. Campana
Gen mktg mgr, J. N. Caddell
Natl adv mgr, J. J. Cronin
Adv mgrs: M. Duika (cars), L. F. Farrell (trucks), K. J. Laurence (retail)

Agency: BBDO, Detroit

Exec vp-gen mgr, Ron Mitchell
Sr vp-mgmt suprs: Bill Oswold (cars), Ken Steadman (trucks)
Sr vp-exec dir media srvcs, Eugene McCarthy

OOH LA LA—DID YOU SEE THAT ARTICLE ON THE CHICHI PIED-À-TERRE THEY JUST RENOVATED IN MONTE CARLO?
WHEN YOU COME DOWN FROM THE CLOUDS COULD YOU HELP ME FINISH THIS DECK?

Our readers look to us for real ideas. About building, decorating, remodeling, outdoor living and food. More readers than ever. With a circulation that has grown to 1,425,000. A 30% increase in just 13 months. Incredible!

1,001 HOME IDEAS A Family Media Publication
Down to earth. Where your market is.

Vp-media dirs: Karen Ritchie (cars), Ted Zahrfeld (trucks)
Vp-mgr tv/radio, Susan Stoll
Media suprs/plnrs: D. Sinclair (cars), J. Caponigro (trucks)

29.
BURGER KING restaurants
Pillsbury

	media dollars	
	1981	1982
Magazines	$ 162,000	$ 94,000
Supps	—	134,000
Newspapers	59,000	87,000
Network tv	27,832,000	35,400,000
Spot tv	18,400,000	28,759,000
Network radio	—	—
Spot radio	1,979,000	—
Outdoor	365,000	691,000
Total	**$48,797,000**	**$65,165,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec vp-mktg, Kyle Craig
Agency: J. Walter Thompson, N.Y.
Sr vp-grp acct dir, Steve Bowen
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Assoc media dir, Al Romano
Plnr, Larry Duke
UniWorld Group, N.Y.
(Minority markets)
Grp supr, Douglass Alligood
Media dir, Glenn Miller

30.
PIZZA HUT
PepsiCo

	media dollars	
	1981	1982
Magazines	—	—
Supps	$ 48,000	—
Newspapers	(no data)	(no data)
Network tv	10,104,000	$13,283,000
Spot tv	14,006,000	22,403,000
Network radio	—	—
Spot radio	362,000	—
Outdoor	54,000	51,000
Total	**$24,574,000**	**$62,945,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Sr vp-mktg, Bud Gates
Vp-adv, David Ropes
Dir adv, Timothy McMahon
Dir media srvcs, Wayne Pictroski
Agency: FCB/Chicago
(corporate/national)
Grp mgmt supr, Jim Cerasani
Mgmt supr, John McLellan
Acct supr, Rick Karp
Acct exec, Sue Schwendener
Vp-media dir, Fred Wray
Grp media dir, Bruce Smith
Media supr, Laura Dolan
(Network & spot media bought through local agencies)

31.
KODAK cameras and film
Eastman Kodak

	media dollars	
	1981	1982
Magazines	$13,077,000	$14,637,000
Supps	423,000	597,000
Newspapers	2,401,000	3,623,000
Network tv	41,624,000	33,267,000
Spot tv	5,588,000	5,843,000
Network radio	550,000	1,609,000
Spot radio	904,000	1,818,000
Outdoor	559,000	593,000
Total	**$65,126,000**	**$61,987,000**

Classifications: cameras (LNA G-230); office machines (LNA B-310)
Marketing/brand management:
Vp-gen mgr, U.S. mktg div, W. J. Prezzano
Vp-dir mktg comm, J. J. Powers
Dir mktg comm, consumer, professional, finishing markets, R. H. McCoy
Agencies: J. Walter Thompson, N.Y.
(disc camera)
Sr vp-grp acct dir, John Maher
(film)
Vp-acct dir, John Tracosas
Acct suprs: Rich Brown, Rob Harris
Acct reps: Bob Kerwin, Buff Penrose
(cameras, international, business systems)
Vp-acct dir, JoAnne Laine
Mgmt suprs: Steve Cony (cameras), Ernest Emerling (intl.), Howard Holder, Bill Mick (business systems)
Acct supr, Don Maurer (cameras)
Acct reps: Sandy Ross (cameras), Michelle Williams (intl.)
Media group:
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-ntwk bdcstng, John Sisk
Vp-assoc media dirs: David Murphy, Gwyn Kaufman
Negotiator, Zandra Moodie
Young & Rubicam, N.Y.
(instant photography, copiers)
Sr vp-mgmt supr, Edward Comiskey
Vp-acct supr, Paul Abry
Acct exec, Thomas Wardrop
Sr vp-media grp supr, George Sharpe
Media supr, Donald Davis
Rumrill-Hoyt, Rochester, NY
(corporate)
Mgmt supr, Joseph M. Valerio
Grp mgr, Dave Fisher
Acct suprs: Vicki Lewis, Ralph Simolo, Bob Davision
Acct execs: Kip Brown, Scott Burns, Marlene Morgan
Media dir, William Mackey
Media plnr, Don Cramer

32.
SALEM cigarettes
R. J. Reynolds

	media dollars	
	1981	1982
Magazines	$13,146,000	$17,275,000
Supps	1,913,000	2,764,000
Newspapers	22,311,000	30,652,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	11,441,000	10,887,000
Total	**$48,811,000**	**$61,551,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Mktg dir, John Winebrenner
Sr brand mgr, Ken Neher
Dir mktg srvcs, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Tom McCabe
Brand plng mgr, Betty Carpenter
Agency: William Esty, N.Y.
Exec vp-grp mgmt supr, L. M. Wassong
Sr vp-mgmt supr, J. E. Neal
sr vp-media dir, Peter Triolo
Vp-magazine srvcs, Gerald Crennan
Print srvcs, Pat Reese

Four-year trend totals start on page 56.

33.

GENERAL MOTORS Corporate

General Motors

	media dollars 1981	1982
Magazines	$14,010,000	$17,525,000
Supps	201,200	1,458,000
Newspapers	5,367,000	16,769,000
Network tv	14,716,000	17,777,000
Spot tv	129,000	3,646,000
Network radio	770,000	1,186,000
Spot radio	—	3,098,000
Outdoor	18,000	6,000
Total	**$35,211,000**	**$61,465,000**

Classification: general promotion, parts (LNA T-111, 154)

Marketing/brand management:
(Corporate advertising)
Vp-sales & mktg, R. D. Lund
Exec dir mktg, J. N. Stewart
Adv mgr, D. J. Teasdale
Asst adv mgr, J. W. Finney
Asst adv mgr, D. K. Murley
Asst adv mgr, D. J. Bolen
(Public affairs advertising)
Vp-pub rel, J. W. McNulty
Adv mgr, G. H. Pruette
Adv coor, Robin M. Pannecook

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, MI
Vice chmn, Robin Smith
Vp-acct suprs: William A. Mara, Jr., Leo A. Hillebrand, Jr.
Sr vp-media dir, Robert Spaulding
Vp-assoc media dirs: Ed Coosai (corporate), David Irvine (Continuous Protection), William Brenneman (parts)

N W Ayer, Detroit
(Public affairs)
Sr vp-gen mgr, Robert Kingsbury
Sr vp mgmt supr, Richard Prince
Vp-media dir, Randall Schroeder

UniWorld Group, N.Y.
(Minority markets)
Acct supr, Bernard Baskett
Media supr, Edna Edwards

34.

UNITED

UAL

	media dollars 1981	1982
Magazines	$ 2,075,000	$ 1,187,000
Supps	—	—
Newspapers	18,937,000	6,077,000
Network tv	8,297,000	13,793,000
Spot tv	16,378,000	25,747,000
Network radio	—	—
Spot radio	1,055,000	13,603,000
Outdoor	395,000	48,000
Total	**$47,497,000**	**$60,455,000**

Classifications: passenger travel (LNA T-410); freight (LNA B-610)

Marketing/brand management:
Sr vp-mktg, John Zeeman
Vp-adv & prom, John Rohaak
Dir adv, Bill Alenson
Mgrs: Bill Groundwater (East), Al Sortwell (Central), L. A. Small (West)

Agency: Leo Burnett, Chicago
Sr vp-client srvc dir, Dave Smith
Acct dir, Jim Thompson
Vp-acct supr, John Goad
Acct suprs: Jim Dotter, Ashton Lee
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Sally Hunter

35.

POST cereals

General Foods

	media dollars 1981	1982
Magazines	$ 1,398,000	$ 3,558,000
Supps	9,000	182,000
Newspapers	151,000	443,000
Network tv	33,035,000	42,906,000
Spot tv	11,328,000	11,535,000
Network radio	—	—
Spot radio	35,000	11,000
Outdoor	—	—
Total	**$45,956,000**	**$58,635,000**

Classification: cereals (LNA F-122)

Marketing/brand management:
Gen mgr, William Korab
Mktg mgr, Tom Herskovits
Cat mgr, Chuck Marcy

The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Bobby Asano

Agencies: Ovilvy & Mather, N.Y.
Sr vp-acct grp dir, Brendan Ryan
Mgmt supr, Cynthia Round
Acct suprs: Linda Cornelius, Scott Marshall, Steve Calabrese
Sr vp-dir media oper, Ken Caffrey
Sr vp-assoc media dir, Tony Nacinovich
Asst media dir, Dave Leveton

Grey, New York
Exec vp-acct mgmt, R. O'Brien
Sr vp-dir media & prog, Alec Gerster

36.

OLDSMOBILE cars

General Motors

	media dollars 1981	1982
Magaines	$14,012,000	$10,740,000
Supps	—	—
Newspapers	9,785,000	10,427,000
Network tv	12,005,000	9,632,000
Spot tv	12,467,000	20,470,000
Network radio	434,000	—
Spot radio	3,249,000	3,999,000
Outdoor	110,000	514,000
Total	**$52,062,000**	**$55,782,000**

Classification: cars (LNA T-110)

Marketing/brand management:
Adv mgr, Palmer E. Bunker
Asst advtg mgr, Ray Juracek

Agency: Leo Burnett, Southfield, MI
Exec vp-gen mgr, John C. Ryan
Vp-acct supr, Roger K. Bailey
Vp-media dir, Joe Henry

37.

ANACIN analgesic

American Home Products

	media dollars 1981	1982
Magazines	$ 1,649,000	$ 1,376,000
Supps	359,000	215,000
Newspapers	36,000	223,000
Network tv	37,855,000	50,051,000
Spot tv	4,197,000	3,192,000
Network radio	533,000	612,000
Spot radio	12,000	—
Outdoor	—	—
Total	**$44,641,000**	**$55,669,000**

Classification: medicines (LNA D-210)

Marketing/brand management:
Adv dir, Steve Kubinski
(Anacin)
Grp mgr, Steve Gootzeit
Sr prod mgr, John Casey
(Anacin-3)
Grp mgr, Ed Schmitt
Sr prod mgr, Andy Davis
Prod mgr, Lyn Ciocca
Asst prod mgr, Cathy Lawless
(Maximum Strength Anacin)
Grp mgr, Art Lawrence
Prod mgr, Terry Levin

Agencies: William Esty, N.Y.
(Anacin/Anacin-3)
Sr grp vp-mgmt supr, G. Biava
Acct suprs: P. Balint, Will Waldron (Anacin), Tom Perrotta (Anacin-3)
Sr vp-media dir, Peter Triolo
Vp-assoc media dir, Joseph Sander
Sr media plnrs: Charlene Frenkel

(Anacin), Zach Simon (Anacin 3)
Young & Rubicam, N.Y.
(Maximum Strength Anacin)
Vp-mgmt supr, Robert Fane
Vp-acct supr, David Nichols
Acct exec, Connie Wishner
Vp-media grp supr, Leo Scullin
Media supr, Susan Mark

38.
COCA-COLA soft drink
Coca-Cola

	media dollars 1981	media dollars 1982
Magazines	$ 350,000	$ 276,000
Supps	—	—
Newspapers	2,191,000	2,535,000
Network tv	15,203,000	17,197,000
Spot tv	20,446,000	26,878,000
Network radio	—	—
Spot radio	6,231,000	6,123,000
Outdoor	2,458,000	2,602,000
Total	**$46,879,000**	**$55,611,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-mktg oper, Allen A. McCusker
Brand mgr, James Rowe
Vp-corp media dir — worldwide, William H. Lynn
Dir of media — Coca-Cola U.S.A., Charlotte Weissenberger
Agencies: McCann-Erickson, N.Y./Atlanta
Vice chmn, McCann-Erickson Worldwide, John Bergin
Exec vp-mgmt rep, Ron Sugarman (Atlanta)
Vp-mgmt rep, Wayne Thornhill
Vp-acct supr, Terry Fagan
Exec vp-dir media srvcs, Gene DeWitt
Sr vp-media plng dir, Ira Carlin
Media grp head, Michele Belier
SSC&B, New York
(diet coke)
Exec vp-Stephen Noicia
Vp-assoc media dir, Janice Clements
Castor Spanish Intl., N.Y.
(Spanish markets — corporate/product)
Pres, Castor Fernandez
Exec vp-acct supr, Arturo Andrade
Media dir, Jack Aquirre

For alphabetical index turn to page 50.

39.
AMERICAN EXPRESS
American Express

	media dollars 1981	media dollars 1982
Magazines	$ 8,840,000	$11,978,000
Supps	271,000	495,000
Newspapers	5,075,000	8,658,000
Network tv	22,195,000	17,639,000
Spot tv	8,455,000	13,745,000
Network radio	1,034,000	—
Spot radio	1,440,000	1,829,000
Outdoor	—	18,000
Total	**$47,310,000**	**$54,362,000**

Classifications: financial (LNA B-150); travel services (LNA T-420)
Marketing/brand management:
Grp vp-adv — worldwide, Richard D. Rosenbloom
(U.S. Consumer Marketing — cards/cheques)
Dir of adv, Glen Gilbert
(Service Establishment Marketing)
Vp-mktg, Richard Kotz
Agencies: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Brenda Ryan
Sr vp-mgmt supr, Shelly Lazarus (cards)
Vp-mgmt supr, Patricia Deneroff (cheques)
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Linda Fidelman
McCann-Erickson, N.Y.
Sr vp-mgmt rep, Ian Hooper
Vp-acct supr, Stanley Adams
Vp-assoc media dir, Vince Tortorelli

40.
PONTIAC cars
General Motors

	media dollars 1981	media dollars 1982
Magazines	$ 4,763,000	$10,240,000
Supps	—	—
Newspapers	5,950,000	5,292,000
Network tv	24,689,000	20,450,000
Spot tv	11,159,000	16,770,000
Network radio	893,000	—
Spot radio	1,171,000	809,000
Outdoor	73,000	97,000
Total	**$48,698,000**	**$53,658,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Dir of comm, James Graham
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, MI
Pres, James T. Doyle
Vp-dir mktg & res, Charles Stannard
Sr vp-media dir, Robert Spaulding
Vp-assoc media dir, Dave Irvine
Sr vp-mgmt supr, Don Effler

41.
MICHELOB beer
Anheuser-Busch

	media dollars 1981	media dollars 1982
Magazine	$ 3,380,000	$ 4,910,000
Supps	—	—
Newspapers	798,000	727,000
Network tv	31,062,000	34,691,000
Spot tv	4,402,000	6,156,000
Network radio	878,000	1,727,000
Spot radio	4,179,000	5,230,000
Outdoor	148,000	156,000
Total	**$44,847,000**	**$53,597,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Vp-mktg, Michael J. Roarty
Vp-brand mgmt, Jack MacDonough
Vp-corp media, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Grp mktg mgr, David C. Drew
Sr prod mgrs: Les Sumner (Michelob), Paul Basquin (Michelob Light)
Asst prod mgr, Jim Sebo
Brand prom mgr, Bill Ellis
Agency : D'Arcy-MacManus & Masius, St. Louis
Sr vp-mgmt supr/A-B Worldwide, Percy Orthwein
Sr vp-mgmt supr/A-B Beer Brands, Tim Arnold
Acct execs: Dave Gulick, Betty Kerckhoff (regular); Terry Lucas (Light)
Sr vp-dir media srvcs, Frank Kopec
Vp-grp media dir, Steve Phelps
Assoc media dirs: Glenn DeWees (regular), Mike Nyikes (Light)

42.
WINSTON cigarettes
R. J. Reynolds

	media dollars 1981	media dollars 1982
Magazines	$20,545,000	$19,141,000
Supps	2,919,000	2,839,000
Newspapers	29,171,000	19,571,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	15,020,000	11,617,000
Total	**$67,655,000**	**$53,168,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Vp-mktg dev, Lawrence Hall
Mktg dir, John Winebrenner

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Sr brand manager, Rick Sanders
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Bernie Bauguess
Brand plng mgr, Neal Sandler
Agency: William Esty, N.Y.
Exec vp-grp mgmt supr, L. M. Wassong
Sr vp-mgmt supr, J. E. Neal
Sr vp-media dir, Peter Triolo
Vp-magazine srvcs, Gerald Crennan
Print srvcs, Pat Reese

43.

MAZDA cars and trucks

Toyo Kogyo

	media dollars 1981	1982
Magazines	$ 6,640,000	$12,324,000
Supps	—	—
Newspapers	1,339,000	512,000
Network tv	16,410,000	26,710,000
Spot tv	914,000	12,958,000
Network radio	—	—
Spot radio	83,000	46,000
Outdoor	166,000	133,000
Total	**$25,552,000**	**$52,683,000**

Classifications: passenger cars (LNA T-110), trucks (LNA T-120)
Marketing/brand management:
Sr vp-gen mgr, R. E. Hayden (MMA Central)
Sr vp-gen mgr, E. Sundstrom (MMA-East)
Agency: FC&B/Honig, Los Angeles
Sr vp-grp mgmt dir, Welton Mansfield
Sr vp-media dir, Robert MacDonald
Media supr, Phil Mussman

44.

CLAIROL hair products

Bristol-Myers

	media dollars 1981	1982
Magazines	$14,501,000	$13,162,000
Supps	1,192,000	586,000
Newspapers	1,370,000	1,282,000
Network tv	24,929,000	31,534,000
Spot tv	4,073,000	3,348,000
Network radio	—	1,251,000
Spot radio	879,000	442,000
Outdoor	—	65,000
Total	**$46,944,000**	**$51,670,000**

Classification: hair products (LNA D-140)
Marketing/brand management:
Vp-mktg, G. M. Oakes
Vp-sales, M. DeGennaro
Vp-package design, John Louise
Vp-new products, Richard Davidian
Agencies: FCB, New York
(Creative only)
(Hair care products)
Sr vp-mgmt supr, Alan Klein
Vp-mgmt supr, Dany Khosrovani
Vp-acct dir, Stephan Smith
(Appliances)
Vp-mgmt dir, Joe Froschl
Acct dir, Linda Lustig
DDB, New York
(Hair care, hair coloring, skin care, new products)
Grp sr vp, Rein Luik
Sr vp-mgmt supr, Milton Harkrader
Vp-acct supr, Marie Barnard
Acct supr, Elizabeth Means
Acct execs: Ellen Conlan, Marianne Moore, Lynn Taylor
Exec vp-dir media & prog, Michael Drexler
Vp-media plng dir, Conant Sawyer
Media suprs: Pat Engel, Joan Guliotta
Calet, Hirsch, Kurnit & Spector, N.Y.
(Appliances, new products)
Sr vp-mgmt supr, Colin Probert
Vp-acct supr, John Stranger
Acct exec, Leslie Baker
Vp-assoc media dir, Paul Conway
Sr media plnr, Lori O'Rourke
Wyse, New York
(Clairesse, Born Blonde, new products)
Vp-media dir, Nat Gayster
Assoc media dir, John O'Brien
Acct supr, John Shima
Acct exec, Joanne Barbieri
Boclaro Inc.
(house agency)
Dir, Santo Critell
Assoc dirs: Alan Yoblon, Bill Liptack, Leo Hofmann (print)
Dir media & prog srvcs, Peggy Kelly
Media mgr, Jack Sinnott
Media supr, William Grotheer

45.

MAXWELL HOUSE coffee

General Foods

	media dollars 1981	1982
Magazines	$3,910,000	$2,773,000
Supps	304,000	815,000
Newspapers	1,827,000	1,188,000
Network tv	25,031,000	31,953,000
Spot tv	8,973,000	8,087,000
Network radio	2,829,000	4,470,000
Spot radio	2,735,000	2,292,000
Outdoor	—	—
Total	**$45,609,000**	**$51,578,000**

Classification: beverages (LNA F-170)
Marketing/brand management:
Vp-gen mgr, Steve Morris

Cat mgrs: Joel Johnson, Chuck Phillips
Mkt mgr, Jon Adams

The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Bobby Asano

Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Peter Barnet
Sr vp-mgmt supr, Ed Vick
Vp-acct supr, Curtis Le Sage
Sr vp-dir media oper, Ken Caffrey
Sr vp-assoc media dir, Tony Nacinovich
Vp-assoc media dir, Ray Simko

46.
AMERICAN
American Airlines

	media dollars 1981	1982
Magazines	$ 4,343,000	$ 891,000
Supps	592,000	376,000
Newspapers	20,159,000	18,634,000
Network tv	2,987,000	12,289,000
Spot tv	10,418,000	10,759,000
Network radio	—	—
Spot radio	6,764,000	8,429,000
Outdoor	418,000	186,000
Total	**$45,661,000**	**$51,564,000**

Classifications: passenger travel (LNA T-410)
Marketing/brand management:
Vp-pass sales/adv, M. W. Gunn
Sr dir adv, Adrianna W. Smits
Sr dir freight sales/adv, Carney Wenrich
Dir freight sales plans/adv, William J. Dreslin
Vp-corp comm, Lowell C. Duncan
Mgrs adv: Judith A. Kirvan, William E. Quachenbush, Bruce Goodyear, David Alpert
Dir sales prom, Frank J. DiNuzzo
Mgr adv admin., Gregg Mavico
Agency: Bozell & Jacobs, Dallas
Sr vp-dir media srvcs, Hugh O'Brien
Vp-dir media plng, Philip Brushaber
Media plnrs: Sheryl Standifer, Pam Frye
Asoc plng dir, John Thomsen
Sr vp-grp acct dir, Paul Gold
Vp-mgmt supr, Tom Hooke

47.
EASTERN
Eastern Air Lines

	media dollars 1981	1982
Magazines	$ 3,933,000	$ 4,263,000
Supps	81,000	55,000
Newspapers	23,597,000	21,218,000
Network tv	1,742,000	5,203,000
Spot tv	4,761,000	7,758,000
Network radio	—	—
Spot radio	6,968,000	10,238,000
Outdoor	2,404,000	2,499,000
Total	**$43,486,000**	**$51,234,000**

Classification: passenger travel (LNA T-410)
Marketing/brand management:
Sr vp-mktg, Russell L. Ray
Vp-adv, William H. Dowse
Mgr adv srvc, Robert A. Wolf
Agency: Campbell-Ewald, Detroit
Pres, P. A. Dow
Sr vp-mgmt supr, J. V. Karle

An advertising campaign
in The Boston Globe can
make your wine sales spiral.

Only The Globe reaches 75%* of those Bostonians who consumed domestic or imported wine in the past month, 82% of the people who traveled outside of the U.S. by air during the past year, 87% of professionals/managers, and 86% of those with household incomes of $35,000 or more. In fact, The Boston Globe reaches more adult consumers in the Boston Market than any other advertising vehicle.

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The Boston Globe
Every day, more than 1.6 million New Englanders say "The Globe's here!"
Newspaper power. Go for it.

A member of Million Market Newspapers, Inc.
*Scarborough, daily/Sunday combination, Boston SMSA.

Sr vp-assoc mgmt suprs: R. F. Henry, M. F. West, Gunther Saupe (Latin America)
Exec vp-media dir, Thomas J. Glynn
Sr vp-assoc media dir, J. W. Nuccio

Four-year trend totals start on page 56.

48.
WRIGLEY gum
Wm. Wrigley, Jr.

	media dollars 1981	1982
Magazines	$ 4,000	—
Supps	—	—
Newspapers	—	—
Network tv	32,181,000	$37,642,000
Spot tv	9,350,000	10,868,000
Network radio	—	—
Spot radio	1,740,000	37,000
Outdoor	—	—
Total	**$43,275,000**	**$48,547,000**

Classification: gum (LNA F-210)
Marketing/brand management:
Vp-mktg, Ronald O. Cox
Asst vp-adv, Henry Berchert
Mktg mgrs: Niels Hoegh-Guldberg, Gary Bebee
Agency: BBDO, Chicago
Pres, Eric Harkna
vp-mgmt supr, Andrew Donchak
Vp-acct supr, Walt Waschick
Vp-dir media srvcs, Leonard Kay
Vp-dir media plng, Robert Garrison
Vp-dir of spot bdcst, Francine Goldfine

49.
BUICK cars
General Motors

	media dollars 1981	1982
Magazines	$ 5,945,000	$ 8,217,000
Supps	101,000	106,000
Newspapers	5,861,000	7,242,000
Network tv	15,990,000	13,763,000
Spot tv	15,327,000	15,100,000
Network radio	994,000	2,893,000
Spot radio	273,000	249,000
Outdoor	725,000	933,000
Total	**$45,216,000**	**$48,503,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-gen mgr, L. E. Reuss
Gen sales mgr, J. C. Perkins
Asst gen sales mgr, J. J. Faerber
Dir adv, Harold E. Savage
Agency: McCann-Erickson, Detroit
Sr vp-mgmt, Gerald C. Atkin
Sr vp-mgmt supr, H. W. Grusche
Vp-acct supr, Richard Hill
Vp-media dir, W. Brien Schweikart

50.
IBM
International Business Machines

	media dollars 1981	1982
Magazines	$10,386,000	$12,530,000
Supps	417,000	740,000
Newspapers	1,937,000	7,228,000
Network tv	15,441,000	17,633,000
Spot tv	1,015,000	3,861,000
Network radio	445,000	1,590,000
Spot radio	1,574,000	2,774,000
Outdoor	—	68,000
Total	**$31,215,000**	**$46,424,000**

Classification: office machines (LNA B-310)
(IBM corporate)
Dir adv, C. G. Francis

YOU CAN'T BUY KCMO TV5 ANYMORE.

That's because we've changed our name to KCTV-5. It's a shorter, simpler name that says precisely who we are. Kansas City television.

So now, when you want to buy television in Kansas City, buy Kansas City television. KCTV-5.

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3-1449 MMD

The (ME) test

☑ What mini-test market matches mainstream America demographics plus or minus 5%?
☑ What test market has the location that offers confidentiality/isolation to keep your new product hidden longer from competition?
☑ What market meets all the ADI media-mix requirements, minimal spillage, and low GRP costs (average 30 second TV spot reaches 19% @ $15.50 per point; the newspaper buy reaches 42% @ $15.57 a point)?
☑ What market offers tight monitoring and control with 80% reach of the All Commodity Volume through 14 supermarkets?
☑ What market has the most up-to-date auditing capabilities of Nielsen, Burgoyne, SAMI?
☑ What market is served by a dominant newspaper with over 89,000 daily circulation and 127,000 Sunday, 96% within the ADI?
☑ Check the (ME) market...The Portland Mainestream. Call Mark Sullivan (Portland, ME) 207-775-5811; Gary Gagne (Landon-Boston) 617-266-2141; Roger Power (Landon-NYC) 212-867-1112.

Test marketers select the (ME) Market... the Portland (ME) Press Herald and Evening Express.

Evening Express
Portland Press Herald
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Maine Sunday Telegram
Dissidents thank America

The Portland Mainestream
Nationally Marketed By
LANDON

Mgr corp print, William Harrison
Mgr corp tv, Don Frischman
(Information Systems Group)
Dir of adv, Pete Judice
Mgrs of adv: Don Butlers, Jim D'Arezzo
(National Marketing Div)
Mgr adv, Bob Rich
(National Account Div)
Mgr adv, Bob Blair
(Federal Systems)
Mgr adv, Bill Corey
(IBM World Trade — A/FE)
Mgr adv, Bob O'Leary
Agencies: DDB, New York
Exec vp-media & prog, Michael Drexler
Vp-media plng dirs: John Pansuti, Conart Sawyer
Grp sr vp, Lloyd Highbloom
Vp-mgmt suprs: Stephen Kutler (corp. bdcst), Nancy Wiese (Product Centers), Thom McCarthy (ISG)
Lord, Geller, Federico, Einstein, N.Y.
(Corporate)
Vp-mgmt supr, Albert Berger
Vp-acct supr, Moira Hearne
Acct exec, Abby Warner
(personal computers)
Vp-mgmt supr, Robert Wells
Vp-acct supr, John Steinle
Acct execs: Don Kurn, Dawn De Simone
Sr vp-media dir, William L. Siebert (personal computers)
Vp-assoc media dir, Marianne Caponnetto (corporate)
Geer, DuBois, N.Y.
Sr vp-media dir, Alan Johnson
Vp-media plng dir, Joy Sliwa
Sr vp-grp acct supr, John V. Allen
Acct supr, Linda Wenger
Marsteller, N.Y.
(IBM Federal Systems)
Vp-acct supr, James W. Waechter
Vp-grp media dir, Joseph H. Newman
Compton, N.Y.
(Office products — collateral only)
Sr vp-acct supr, John Ammon

51.
DELTA
(Delta Air Lines)

	media dollars	
	1981	1982
Magazines	$ 1,231,000	$ 798,000
Supps	—	—
Newspapers	21,471,000	24,276,000
Network tv	64,000	—
Spot tv	5,096,000	6,979,000
Network radio	—	—
Spot radio	10,310,000	11,746,000
Outdoor	1,600,000	1,854,000
Total	**$39,772,000**	**$45,653,000**

Classification: travel (LNA T-410)
Marketing/brand management:
Sr vp-mktg, J. A. Cooper
System mgr-adv, Jim Porter
Agency: BDA/BBDO, Atlanta
Pres-mgmt supr, Glenn Verrill
Vp-acct supr, Jack Walz
Vp-media dir, Martin Hollinger

52.
KENTUCKY FRIED CHICKEN
Heublein

	media dollars 1981	1982
Magazines	—	—
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	$20,371,000	$27,184,000
Spot tv	15,290,000	14,845,000
Network radio	—	—
Spot radio	459,000	1,429,000
Outdoor	531,000	601,000
Total	**$36,551,000**	**$44,059,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Pres, Donald E. Doyle
Vp-field mktg, Robert E. Lee
Vp-mktg dev, C. Scott Conner
(National Advertising Cooperative)
Exec dir, Phillip E. Risinger
Vp, Michael O. Willson
Agencies: Young & Rubicam, N.Y.
Exec vp-grp dir, John McGarry
Sr vp-mgmt supr, Edward Lebar
Vp-mgmt supr, Linda Patston
Vp-acct suprs: James Siegel, John Swan
Acct execs: Fern Buren, Gene Rodda, Jeff Salguero
Vp-grp media supr, Joe Mannix
Media suprs: Linda Wernick, Walter Gray
Mingo-Jones, N.Y.
(ethnic markets)
Vp-mgmt supr, Samuel Chisholm
Acct supr, Roland Chandler
Media mgr, Betty Robinson

**For alphabetical index turn to page 50.
Trend comments start on page 52.**

53.
TYLENOL products
Johnson & Johnson

	media dollars 1981	1982
Magazines	$ 2,818,000	$ 3,977,000
Supps	96,000	53,000
Newspapers	—	452,000
Network tv	31,971,000	36,752,000
Spot tv	1,881,000	2,753,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$36,766,000**	**$43,987,000**

Classification: headache remedies (LNA D-211)
Marketing/brand management:
Dir prod mgmt, Chandler D. Simonds
Agency: Compton, N.Y.
Mgmt supr, Tom Lom
Acct supr, John Sloan
Assoc media dir, Carol Karasick
Media mgr, Pat O'Donnell
Assoc media mgr, Barbara Borg
Media plnrs: Michelle Fahey, Peggy Felix

54.
CANON products
Canon U.S.A.

	media dollars 1981	1982
Magazines	$ 9,227,000	$11,683,000
Supps	17,000	—
Newspapers	992,000	705,000
Network tv	16,586,000	21,618,000
Spot tv	4,810,000	6,104,000
Network radio	1,389,000	2,104,000
Spot radio	9,000	2,000
Outdoor	195,000	335,000
Total	**$33,225,000**	**$42,551,000**

Classifications: cameras (LNA G-230); business machines (LNA B-310)
Marketing/brand management:
Adv mgrs: T. Hirasawa (cameras), H. Hirai (copiers), H. Iwanami (calculators)
Agencies: Grey, New York
(cameras)
Exec vp-acct mgmt, W. Overend
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, John Jacobs
Denstu, New York
(cameras, copiers, calculators)
Vp-mgmt supr, Frank Savarese
Mgmt supr, Richard Pressman
Media dir, Bill Barrett

This coupon entitles you to thousands of free shoppers

Why? Because your food ad reaches so much extra spending power in Syracuse that it's like getting thousands of extra food shoppers free. In fact, Syracuse spends an average of $1,325 per person on food, while the average market spends only $1,050.*

Let us show you why The Syracuse Newspapers are the best way to reach this profitable market. Send this coupon today.

**1982 S & MM Survey of Buying Power*

**Syracuse.
More than you bargain for.**

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Name
Address
City
State Zip

The Syracuse Newspapers
Represented Nationally by Newhouse Newspapers

Herald-Journal
Herald American
The Post-Standard

55.

VANTAGE cigarettes

R. J. Reynolds

	media dollars 1981	media dollars 1982
Magazines	$19,787,000	$20,591,000
Supps	3,680,000	714,000
Newspapers	28,514,000	9,978,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	6,412,000	10,804,000
Total	**$58,393,000**	**$42,087,000**

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand mktg, Marty Orlowsky
Mktg dir, Jerry McKenna
Sr brand mgr, John Goss
Dir mktg srvcs, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Tom McCabe
Brand plng mgr, Randy Tompson

Agency: Leber Katz Partners, N.Y.

Exec vp-mgmt supr, Jerome L. Davidow
Sr vp-mgmt supr, Robert Hirsch
Acct supr, Richard Maddock
Sr vp-media dir, Paul Benjou

56.

XEROX office equipment

Xerox Corp.

	media dollars 1981	media dollars 1982
Magazines	$10,295,000	$16,928,000
Supps	—	19,000
Newspapers	5,045,000	5,779,000
Network tv	11,546,000	15,804,000
Spot tv	1,046,000	558,000
Network radio	1,191,000	1,658,000
Spot radio	314,000	975,000
Outdoor	95,000	13,000
Total	**$29,532,000**	**$41,734,000**

Classifications: office machines & equipment (LNA B-312); computers (LNA B-311)

Marketing/brand management:

Dir corp adv & prom, Michael E. G. Kirby
Mgr corp adv & prom, Joseph M. Cooper, Jr.

Agencies: NH&S, New York

Exec vp-dir of acct srvcs, Joe Landy
Sr vp-media dir, Page Thompson
Vp-assoc media dirs: Bernie Newman (corporate/copiers), Jay Quinn (office products)

AyerDirect, N.Y.

(Learning Systems Div)
Vp-mgmt supr, Joe Maddox
Vp-acct supr, Mike Concannon
Media supr, Gina Buttofocco

Alphabetical index starts on page 50.
Four-year trend totals start on page 56.

THE AVERAGE ANNUAL FAMILY INCOME OF DIARIO LAS AMERICAS READERS IS $27,342.

Read all about it. Ask for
Diario Las Américas' new Reader Profile.

Diario
Las Américas

The Spanish-language Daily Newspaper
Founded July 4, 1953

Diario Las Américas
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Miami, Florida 33142-5193
(305) 633-3341

57.

PILLSBURY foods

Pillsbury

	media dollars 1981	1982
Magazines	$ 3,575,000	$ 2,893,000
Supps	51,000	72,000
Newspapers	726,000	267,000
Network tv	25,203,000	31,364,000
Spot tv	6,810,000	6,954,000
Network radio	—	—
Spot radio	115,000	—
Outdoor	—	—
Total	**$36,480,000**	**$41,550,000**

Classifications: bakery goods (LNA F-160); cooking products (LNA F-110); prepared foods (LNA F-120)

Marketing/brand management:
Vp-gen mgr:
Raymond Kimrey (refrigeration products),
Thomas McBurney (dry grocery products),
Kent Larson (frozen products),
Thomas Reddy (business dev)
Vp-business unit mgr:
Richard Nickel (frozen pizza),
George McCarthy (frozen entrees),
Robert Lindsay (refrigerated foods),
Daniel Locke (specialty products),
Thomas Gartner (basic foods),
Kenneth Reis (canned vegetables),
Gary Klingl (frozen vegetables)
Dir adv srvcs, William Edgley
Agencies: Leo Burnett, Chicago
Sr vp-client srvc dir, William Boris
Acct dir, Bill Wohlfeil
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Lincoln Bumba
Paragon, Minneapolis
Sr vp-acct supr, Phil Hummel
Vp-acct supr, Mark Howard
Vp-media dir, Steve Anderson
Ketchum, San Francisco
Sr vp-mgmt supr, Tom Kettinger
Assoc media dir, Dee Ann Campbell
Sr vp-media dir, Seth Dingley
BBDO, New York
Vp-mgmt supr, Bob Spofford
Exec vp-dir of media & prog, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-dir media buying, Larry Hoffner
Assoc media dir, Bruno Crea
Media supr, Andrew Tonacchio
Media plnr, John Osborn

58.

VIRGINIA SLIMS cigarettes

Philip Morris

	media dollars 1981	1982
Magazines	$16,923,000	$19,010,000
Supps	3,308,000	4,109,000
Newspapers	6,464,000	9,312,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,828,000	8,924,000
Total	**$31,523,000**	**$41,355,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Brand mgr, Howard Goldfrach
Vp-media, James L. Thompson, Jr.
Agency: Leo Burnett, Chicago
Sr vp-client srvc dir, Bill Engelbrecht
Acct supr, Paul Briggs
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Bob Houghtlin

Four-year trend totals start on page 56.

We're family now

CAPPER'S WEEKLY & GRIT

America's Family Publications

Together bringing more than 1.3 million homes to you

Capper's Weekly and Grit are family now. The marriage of Capper's Weekly and Grit creates a tremendous new consumer and direct mail advertising opportunity. Now, your message can penetrate 1.3 million homes with 3.3 million readers in Nielson C and D Counties.

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The more you know about HBR, the better it fits.

Harvard Business Review

New York, NY (212) 972-0740
Boston, MA (617) 495-6182

59.

MORE cigarettes

R. J. Reynolds

	media dollars 1981	media dollars 1982
Magazines	$12,607,000	$13,131,000
Supps	2,545,000	5,510,000
Newspapers	24,000,000	12,800,000
Network tv	—	—
Spot tv	—	—
Spot radio	—	—
Outdoor	4,954,000	9,381,000
Total	**$44,106,000**	**$40,822,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Mktg dir, Jerry McKenna
Brand mgr, Steve Strawsburg
Dir mktg srvcs, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Tom McCabe
Brand plng mgr, Randy Tompson
Agency: Leber Katz Partners, N.Y.
Exec vp-mgmt supr, Jerome Davidow
Sr vp-mgmt supr, Robert Hirsch
Acct supr, Vanice Lee
Sr vp-media dir, Paul Benjou

60.

GE

General Electric

	media dollars 1981	media dollars 1982
Magazines	$18,871,000	$ 8,592,000
Supps	166,000	400,000
Newspapers	7,494,000	4,544,000
Network tv	29,996,000	24,583,000
Spot tv	8,869,000	1,897,000
Network radio	2,513,000	177,000
Spot radio	1,913,000	399,000
Outdoor	176,000	83,000
Total	**$69,998,000**	**$40,675,000**

Classifications: major appliances (LNA H-210); other appliances (LNA H-220); radios, tv sets (LNA H-310)
Marketing/brand management:
Vp, Leonard Vickers
Mgr corp adv, Karl L. Koss
Proj mgr, H. M. Snider
Consumer products & services
Mgr mktg comm prog, Richard A. Costello
(Major appliances)
Mgr natl adv/mktg, Victor H. Alcott
Mgr natl adv, Ronald N. Graham
(Housewares & audio div)
Mgr-pub rel & comm, Vince Novak
Mgr-adv & mdsg plng, W. L. Courtney
Mgr adv & sales prom, Norman R. Huey (audio)
(Video prod bus div)
Mgr mktg comm, Peter J. Gariti
(GE Credit Corp.)
Vp-mktg progs oper, Barton D. Ladd
(Lighting Business Group)
Mgr adv & sales prom, William D. Rayer
Agency: BBDO, New York
(Consumer divs/Corporate)
Exec vp, Frank C. Perkins
Mgmt suprs: Thomas Derderian, Charles Hasser, Gerry Schwieger
Exec vp-dir of media & prog, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-dir of media buying, Larry Hoffner
Vp-assoc media dirs: John Belfiore, Mark Buttitta
Assoc media dir, Bruno Crea
Sr vp-assoc ntwk dir, Bill Croasdale
Media supr, Steve Kurtzer
Vp-ntwk supr, John Mattimore
Media plnrs: Frances Croke, Ed Hughes

61.

TWA

Trans World Corp.

	media dollars 1981	media dollars 1982
Magazines	$ 3,272,000	$ 2,825,000
Supps	199,000	218,000
Newspapers	17,354,000	19,774,000
Network tv	1,652,000	—
Spot tv	9,345,000	10,086,000
Network radio	648,000	185,000
Spot radio	4,757,000	6,205,000
Outdoor	42,000	34,000
Total	**$37,269,000**	**$39,327,000**

Classification: passenger travel (LNA T-410)
Marketing/brand management:
Vp-adv & sales, Brian J. Kennedy (pass. & cargo)
Staff vps-mktg: Larry Toulouse (pass.), Scott Johnson (cargo)
Agency: Ogilvy & Mather, N.Y.
Sr vp-mgmt supr, Max Bisset
Acct suprs: Chuck Hodgkinson, Natasha Kavanagh (new business)
Sr vp-dir media oper, Kenneth Caffrey
Vp-assoc media dir, Jack Deitchman
Asst media dir, Mark Rice

Four-year trend totals start on page 56.

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62.

CREST toothpaste

Procter & Gamble

	media dollars 1981	media dollars 1982
Magazines	$ 6,693,000	$ 2,773,000
Supps	14,000	26,000
Newspapers	124,000	47,000
Network tv	35,258,000	32,351,000
Spot tv	3,690,000	4,073,000
Network radio	—	—
Spot radio	—	—
Outdoor	109,000	—
Total	**$45,888,000**	**$39,270,000**

Classification: dental supplies (LNA D-121)

Marketing/brand management:
Div mgr, C. A. Lieppe
Adv mgr, M. S. Levy

The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin

Agency: Benton & Bowles, N.Y.
Sr vp-acct dir, Tom Carey
Vp-mgmt supr, Ira Schwartz
Acct supr, Greg Walker
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Steve Farella

63.

MERCURY cars

Ford Motor

	media dollars 1981	media dollars 1982
Magazines	$ 9,914,000	$ 4,658,000
Supps	—	—
Newspapers	4,619,000	3,958,000
Network tv	21,872,000	19,208,000
Spot tv	7,375,000	9,281,000
Network radio	238,000	1,285,000
Spot radio	957,000	597,000
Outdoor	132,000	128,000
Total	**$45,107,000**	**$39,115,000**

Classification: passenger cars (LNA T-110)

Marketing/brand management:
Gen mktg mgr, B. Coughlan
Adv mgr, John B. Vanderzee

Agency: Young & Rubicam, Detroit
Sr vp-grp dir, John Sanders
Vp-media dir, Ken Pool

64.

POLAROID products

Polaroid Corp.

	media dollars 1981	media dollars 1982
Magazines	$ 6,418,000	$ 4,558,000
Supps	51,000	118,000
Newspapers	2,267,000	1,388,000
Network tv	30,334,000	31,037,000
Spot tv	1,457,000	753,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$40,527,000**	**$37,854,000**

Classifications: cameras (LNA G-230); office machines (LNA B-312); building systems (LNA H-525)

Marketing/brand management:
Grp vp-mktg, Joseph J. McLaughlin
Dir No. Amer. adv, James Andrews
Dir U.S. con adv, Laurence Beeson
Dir ind & tech adv, Adrian Van Dorpe

Agency: DDB, New York
Exec vp-media & prog, Michael Drexler
Vp-media plng dir, Steve Caputo
Assoc media dirs: Elizabeth Lubarsky, Kathy Kersnowski (business print)
Media asst, Nancy Bernstein
Grp sr vp, Jim McConnell
Sr vp-media suprs: Robert Moehl (domestic), Bennis Byrnes (intl.)
Vp-mgmt supr, John Fenyo (business/professional)

65.

CAMEL cigarettes

R. J. Reynolds

	media dollars 1981	media dollars 1982
Magazines	$ 8,917,000	$10,518,000
Supps	—	—
Newspapers	14,566,000	11,290,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	10,786,000	16,026,000
Total	**$34,269,000**	**$37,834,000**

Classification: tobacco (LNA G-110)

Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Mktg. dir, John Shostak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Bernie Bauguess
Brand plng mgr, Lis Marcotullio

Agency: McCann-Erickson Intl, N.Y.
Exec vp, Charles Hamm
Sr vps: mgmt dir, David Clapp (U.S.A.), Stewart Pierce Brown (Intl.)

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66.
CADILLAC cars
General Motors

	media dollars 1981	media dollars 1982
Magazines	$ 6,212,000	$ 5,150,000
Supps	66,000	46,000
Newspapers	13,522,000	16,752,000
Network tv	6,012,000	6,992,000
Spot tv	5,338,000	5,792,000
Network radio	—	—
Spot radio	1,321,000	690,000
Outdoor	198,000	669,000
Total	**$36,669,000**	**$36,091,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Mktg dir, Gordon Horsburgh
Dir mdsg, R. B. Welday
Asst dirs mdsg: F. R. Cadicamo, W. J. Dean
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, MI
Pres, James T. Doyle
Sr vp-mgmt supr, Alex Morton
Vp-acct suprs: Robert Wallace, Ned Sale
Vp-dir mktg & res, Charles Stannard
Sr vp-media dir, Robert Spaulding
Vp-assoc media dir, Marty Choinski

67.
SEAGRAM liquors
Seagram Distillers Co.

	media dollars 1981	media dollars 1982
Magazines	$29,742,000	$24,042,000
Supps	2,027,000	602,000
Newspapers	2,384,000	3,418,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,975,000	6,217,000
Total	**$39,128,000**	**$34,279,000**

Classification: liquor (LNA F-330)
Marketing/brand management:
Exec vp-mktg, Joel Weiner
Vp-dir mktg res, R. W. Beller
Agencies: Warwick, N.Y.
Exec vp-grp mgmt supr, James Driscoll
Sr vp-mgmt supr, Mike Graham
Exec vp-media and admin, John Meskil
Sr vp-media dir, Dominick Spoto
Vp-grp media suprs, Gordon Bring, Lou Costa, Jerry Seuferling
Media supr, Peggy Murphy

68.
COLUMBIA motion pictures
Coca-Cola

	media dollars 1981	media dollars 1982
Magazines	$ 1,225,000	$ 428,000
Supps	18,000	112,000
Newspapers	29,000	156,000
Network tv	32,612,000	25,638,000
Spot tv	2,763,000	5,923,000
Network radio	61,000	28,000
Spot radio	3,101,000	1,608,000
Outdoor	22,000	148,000
Total	**$39,831,000**	**$34,041,000**

Classification: movies (LNA G-310)
Marketing/brand management:
Pres-mktg/res, Marvin Antonowsky
Agencies: Ogilvy & Mather, L.A.
(motion pictures)
Vp-mgmt supr, Mary Ellen Stoetzel
Vp-media dir, Ro Campbell
Stursberg & Hewitt, N.Y.
(Tv programs)
Vp-client srvc, David Stone
Media div, John Cull

69.
RENAULT
American Motors

	media dollars 1981	media dollars 1982
Magazines	$ 5,839,000	$ 9,394,000
Supps	—	—
Newspapers	763,000	3,075,000
Network tv	2,952,000	12,763,000
Spot tv	5,632,000	8,650,000
Network radio	—	—
Spot radio	—	—
Outdoor	13,000	144,000
Total	**$15,199,000**	**$34,026,000**

Classification: cars (LNA T-112)
Marketing/brand management:
Mktg dir, Howard Mosher
Adv mgr, Marvin Klein
Agency: Grey, New York
Exec vp-acct mgmt, Louis G. Maloof
Sr vp-media & prog, Alec Gerster

For alphabetical index turn to page 50.

70.
20TH CENTURY-FOX films

	media dollars 1981	media dollars 1982
Magazines	$ 1,417,000	$ 431,000
Supps	131,000	319,000
Newspapers	—	621,000
Network tv	14,855,000	22,771,000
Spot tv	6,040,000	8,821,000
Network radio	—	78,000
Spot radio	178,000	765,000
Outdoor	106,000	182,000
Total	**$22,727,000**	**$33,988,000**

Classification: movies (LNA G-310)
Marketing/brand management:
Vp-media, Edie Keller
Dir media srvcs, Amy Gruberg
Mgr media & co-op, Lorraine Cruz
Agency: JWT, Entertainment Div., Los Angeles/New York
Gen mgr, Larry Olshan
(Los Angeles)
Vp-acct supr, Dick Porter
Acct rep, Cheryl Barnes
Vp-media supr, Lisa Courtney
(New York)
Vp-acct supr, Regina Morrison
Media supr, Andrea Stern

71.
CBS

	media dollars 1981	media dollars 1982
Magazines	$17,929,000	$16,152,000
Supps	—	—
Newspapers	8,658,000	15,577,000
Network tv	—	—
Spot tv	1,332,000	851,000
Network radio	2,510,000	485,000
Spot radio	143,000	393,000
Outdoor	73,000	50,000
Total	**$30,635,000**	**$33,488,000**

Classifications: radio stations (LNA B-430); tv stations (LNA B-440); records/tapes (LNA H-330)
Marketing/brand management:
Vp-opers & crtv srvcs, Herman Aronson
Vp-on-air prom, G. Edwin Gish
Vp-adv & prom, Morton J. Pollack
Vp-print adv (West Coast), Elizabeth Randall
Vp-crtv dir, adv & design, Louis Dorfsman
Vp-media srvcs, Warren Spellman
Vp-sales/mktg (CBS Radio), Gail Barker
Agency: DDB, New York
Grp sr vp, Larry Iannuzell
Vp-dir newspaper/outdoor buying, Jack Cohen

72.
WENDY'S restaurants

	media dollars 1981	media dollars 1982
Magazines	—	—
Supps	$ 5,000	—
Newspapers	(no data)	(no data)
Network tv	8,761,000	$13,817,000
Spot tv	15,819,000	17,793,000
Network radio	1,308,000	6,000
Spot radio	—	1,120,000
Outdoor	482,000	676,000
Total	**$26,375,000**	**$33,412,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Sr vp-mktg, William Welter

Four-year trend totals start on page 56.

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Dir adv/sales prom, Bruce Ley
Vp-mktg/sales, Dan Corrigan
Dir mktg anal/new prods, Tom Lounds

Agency: DFS, New York
Exec vp-mgmt dir, Joseph Mack
Sr vp-mgmt supr, Robert Reed
Exec vp-media dir, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Peter Regan

73.

NABISCO food products

Nabisco

	media dollars	
	1981	1982
Magazines	$ 3,752,000	$ 4,405,000
Supps	982,000	2,123,000
Newspapers	3,085,000	4,377,000
Network tv	18,187,000	18,663,000
Spot tv	2,957,000	2,995,000
Network radio	1,357,000	275,000
Spot radio	188,000	561,000
Outdoor	—	—
Total	**$30,508,000**	**$33,399,000**

Classifications: bakery goods (LNA F-160); prepared foods (LNA F-120); confectionery (LNA F-210)

Marketing/brand management:

Vp-mktg (Nabisco Brands), W. Lee Abbott
Div vp-mktg support, Samuel B. Haines
Dir media, Louis J. Rubinacci (Biscuit division)
Vps-mktg: J. Maxwell Enock (Biscuits), David R. Holmes (Snack Foods)
Dirs mktg: William R. Stuart (Sweet Goods), Robert H. Lanham (Crackers), William S. Brown (Snacking), Mel B. Perlmutter (Snack Foods)
Adv mgr, Dante G. Bonardi (Confections)
Dir mktg, Harold E. Boutillier (Grocery products)
Vp-mktg, George Erfurt
Grp brand mgrs: Ruth L. Brodsky (hot cereals), Stephen G. Wilkerson (pet snacks), Marianne MacManus (R-T-E cereals)

Agencies: William Esty, N.Y.

Mgmt suprs: Tom Hayes, Jeff Greene, John Scott (special products), Andrew Allen (snack foods/special products)
Acct suprs: L. Sanford (crackers), T. Pulton (cookies), B. Gallick (special products)
Sr vp-media dir, Peter Triolo
Assoc media dirs: Doug Powers (special products), Phil Schwetz (crackers/cookies)

McCann-Erickson, N.Y.

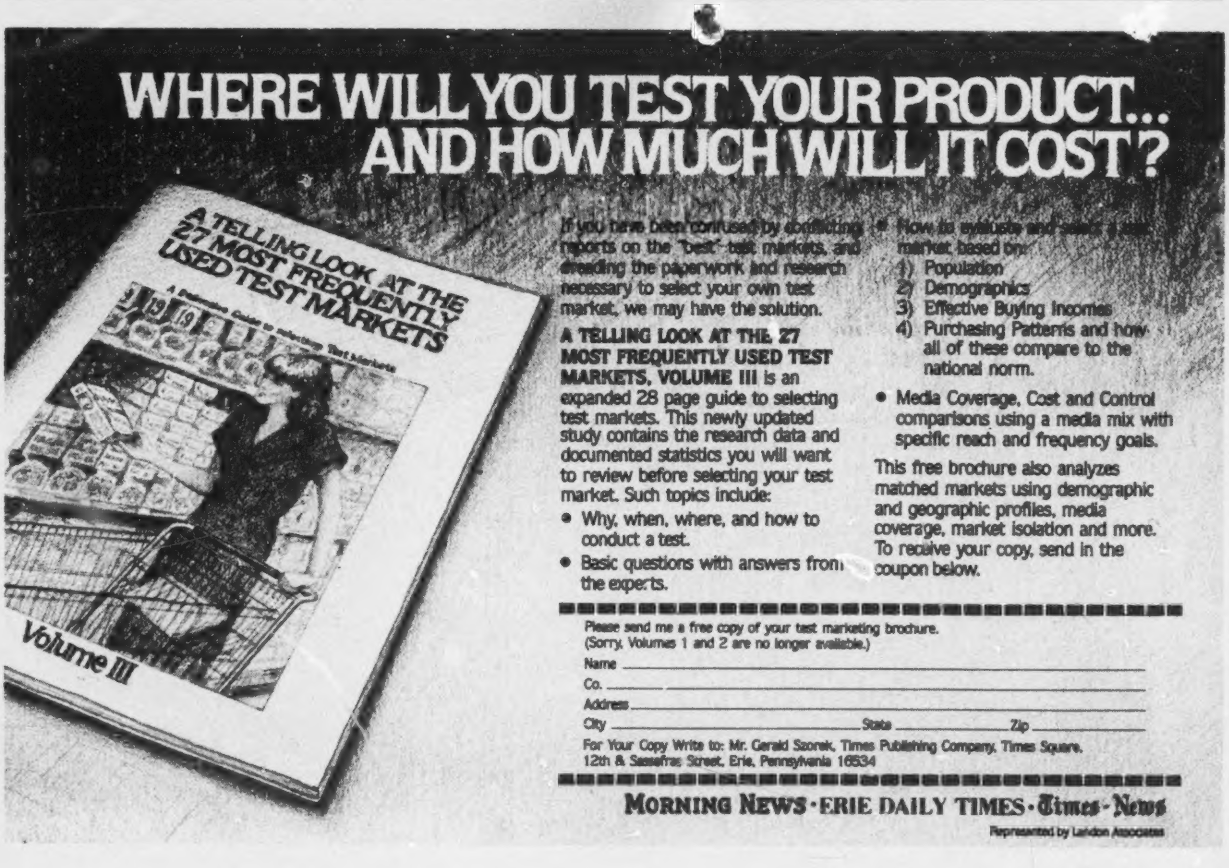
Sr vp-mgmt rep, Marsha Badanes
Vp-acct dir, Gary Schwinder
Exec vp-dir media srvcs, Gene DeWitt
Sr vp-media plng dir, Vince Rafti
Assoc plng dir, George Hayes
Media grp head, Julie Pinkwater

Benton & Bowles, N.Y.

Sr vp-acct dir, Ted Burnett
Sr vp-mgmt supr, Ken Hite
Sr vp-mgr media plng & oper, Rich Hamilton
Vp-assoc media dir, Brian Hughes

Parkson, N.Y.

(crackers/network buying)
Vp-dir client srvcs, Dean Heitler
Sr vp-bdcst media buyer, Herb Gruber
Vp-dir media plng, Tom Garrabrant



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74.

UNIVERSAL CITY studios

MCA, Inc.

	media dollars	
	1981	1982
Magazines	$ 395,000	$ 1,276,000
Supps	—	37,000
Newspapers	151,000	349,000
Network tv	16,622,000	19,467,000
Spot tv	3,736,000	7,882,000
Network radio	—	56,000
Spot radio	6,447,000	3,821,000
Outdoor	247,000	6,000
Total	**$27,598,000**	**$32,894,000**

Classification: movies (LNA G-310)
Marketing/brand management:
Exec vp-adv/pub/prom, Charles O. Glenn
Vp-media & co-op adv, John Butkovich
Vp-mkt res, Olen J. Earnest
Media mgr, Hy Levine
Agency: DDB, Los Angeles
Sr vp-mgmt supr, Simon Kornblitt
Acct supr, Susan Taylor
Acct exec, Ann Marie Whitman
Vp-dir media srvcs, Nelda Chambers
Sr media plnr, Chris Steinhage

75.

JELL-O desserts

General Foods

	media dollars	
	1981	1982
Magazines	$ 8,391,000	$ 8,811,000
Supps	159,000	28,000
Newspapers	219,000	73,000
Network tv	20,398,000	21,330,000
Spot tv	4,842,000	2,648,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$34,009,000**	**$32,890,000**

Classification: desserts (LNA F-115)
Marketing/brand management:
Vp-gen mgr, Ken Fulton
Mktg mgr, Ray Viault
The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Bobby Asano
Agency: Young & Rubicam, N.Y.
Exec vp-grp dir, Lawrence Shapiro
Sr vp-mgmt supr, David Cramoy
Vp-acct suprs: Phil Asche, Jerome Johnston
Acct execs: Chris Becker, Russell Nype, Sarah Adams, Mark Merriman
Vp-media grp supr, Beth Rockwood
Media supr, Greg Billie

76.

DU PONT products

E.I. du Pont

	media dollars	
	1981	1982
Magazines	$23,674,000	$20,270,000
Supps	2,209,000	3,848,000
Newspapers	300,000	139,000
Network tv	11,688,000	3,725,000
Spot tv	1,651,000	2,616,000
Network radio	65,000	852,000
Spot radio	395,000	1,349,000
Outdoor	3,000	17,000
Total	**$39,985,000**	**$32,816,000**

Classifications: manufactured materials (LNA B-510); paints (LNA H-541); apparel fabrics (LNA A-170); automotive accessories (LNA T-150); fibers (LNA H-133, 143); pest control (LNA T-640)
Marketing/brand management:
Dir mktg comm, Charles E. Crowley
Mktg comm mgr: Richard H. Stewart (paint), Clifford H. Weber (auto products and Corian), Robert T. Eldridge (Teflon), J. B. Brett, Jr. (carpet fibers and fiberfill)
Agencies: NW Ayer, N.Y.
(Lucite paint, Teflon, Silverstone, Corian)
Sr vp-exec acct dir, H. Nelson Van Sant
Sr vp-mgmt suprs: Mark Bollman, William Scholz
Vp-acct suprs: Tina Anderegg, Dave Clark, Dick Kennedy
Vp-assoc media dirs: Beth Gordon, Tony Machiedo
BBDO, New York
Sr vp-mgmt supr, Joseph Crowley
Exec vp-dir of media & prog, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-dir media buying, Larry Hoffner
Vp-assoc media dir, Mike Bienstock
Sr vp-assoc ntwk dir, Bill Croasdale
Media supr, Michelle Shotts
Media plnr, Robin Lieman
Rumrill-Hoyt, Rochester, NY
Mgmt supr & grp mgr, Richard D. Thomson
Acct supr, Keith Kuehn
Acct execs: Graeme Blasdel, Jack Pilarski
Media plnr, Bill Mackey

77.

CAMPBELL's foods

Campbell Soup

	media dollars	
	1981	1982
Magazines	$ 3,739,000	$ 5,094,000
Supps	582,000	770,000
Newspapers	1,442,000	731,000
Network tv	11,826,000	16,958,000
Spot tv	2,431,000	3,215,000
Network radio	1,839,000	4,416,000
Spot radio	1,785,000	1,578,000
Outdoor	—	19,000
Total	**$23,644,000**	**32,781,000**

Classification: prepared foods (LNA F-120)
Marketing/brand management:
Mgng dir, CSC Advertising, Paul Mulcahy
Dir media srvcs, George Mahrlig
Mgr media srvcs, Marianne Ham
Agencies: Backer & Spielvogel, N.Y.
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Assoc media dir, Ann Meschery
Media supr, Valerie Muller
Sr vp-mgmt supr, Joe Prior
NH&S, New York
Sr vp-acct grp dir, Phil Wallace
Vp-acct supr, Leo Mamorsky
Sr vp-media dir, Page Thompson
Vp-media mgr, David Brown
Media supr, Donna Qabbani

78.

RCA

RCA Corp.

	media dollars	
	1981	1982
Magazines	$11,789,000	$ 4,735,000
Supps	889,000	520,000
Newspapers	10,499,000	11,650,000
Network tv	30,333,000	12,645,000
Spot tv	2,998,000	2,145,000
Network radio	877,000	890,000
Spot radio	296,000	143,000
Outdoor	6,000	8,000
Total	**$57,687,000**	**$32,736,000**

Classifications: home electronics (LNA H-310); records/tapes (LNA H-330); office machines (LNA B-312)
Marketing/brand management:
(Corporate)
Dir of adv, Joel S. Wolk
(Consumer electronics)
Vp-con comm, James K. DeVoe
Natl adv mgr, William S. Beres
(Records)
Vp-mktg, Robert Gordon

(Video Discs)
Vp-mktg, H. Mendelsohn
(Solid state)
Dir comm & adv, Lon Cantor
(Video component & display)
Vp-mktg, Robert K. Lorch
(Government systems)
Vp-mktg, F. H. Stelter
(Service company)
Mgr mktg srvcs, Robert Ziselmen
(Laboratories)
Dir mktg & pub aff, George H. Hennessy
(RCA Communications, Inc)
Dir pub aff, Anne Haughton
(RCA Global Communications, Inc.)
Vp-mktg, Ken Gross
(RCA American Communications, Inc.)
Dir pub aff, John Williamson
(RCA Cylix Communications Network)
Dir mktg, D. Dwight Drinkard
Agencies: Ted Bates, N.Y.
(Corporate)
Mgmt supr, Lee Hines
Acct dir, Jana Moorman
Vp-media dir, Nancy Clott
Leo Burnett, Chicago
(Consumer electronics)
Acct dirs: Jack Brown, William Wohlfeil (video disc)
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Wiliard Hadlock
Media dir, Jack Hanrahan
Grey, New York
(Records and tapes)
Acct exec, Len Fogge
Sr vp-dir media & prog, Alec Gerster
UniWorld Group, N.Y.
(Minority and special events)
Acct supr, Wayne Shealy
Media dir, Glenn Miller
Media supr, Allyne DeChalus
Al Paul Lefton, N.Y./Philadelphia
(RCA service, government systems)
Media dirs: Carol Davies, Geri Flynn
Cappiello & Chabrowe, N.Y.
(Solid state div.)
Media dir, Nancy Davies
Fearon/O'Leary, N.Y.
(RCA Communications)
media coor, Shelly Cox
Hammond Farrell, N.Y.
(RCA American Comm.)
Media dir, Charles Gade

For alphabetical index turn to page 50.

79.
SEVEN-UP soft drink
Philip Morris

	media dollars 1981	1982
Magazines	$ 2,774,000	$ 1,073,000
Supps	256,000	7,000
Newspapers	1,087,000	892,000
Network tv	24,085,000	20,098,000
Spot tv	3,957,000	4,361,000
Network radio	—	—
Spot radio	3,868,000	4,414,000
Outdoor	1,896,000	1,889,000
Total	**$37,923,000**	**$32,734,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-mktg, Wilson Fowle
Vp-media srvcs, Ralph Countryman
Dir brand mgmt, Richard White
Agency: N W Ayer, N.Y.
Sr vp-exec acct dir, Clark Hine
Sr vp-mgmt supr, Joe Harte
Vp-acct suprs: Lauren Tucker, L. W. Stabile, III
Vp-grp media dir, Jane Twyon
Assoc media dir, Allen Brivic
Media supr, Matt Schwach

80.
COLGATE products
Colgate-Palmolive

	media dollars 1981	1982
Magazines	$ 3,193,000	$ 4,072,000
Supps	620,000	504,000
Newspapers	1,825,000	151,000
Network tv	18,730,000	22,778,000
Spot tv	3,585,000	3,103,000
Network radio	—	—
Spot radio	1,738,000	1,751,000
Outdoor	—	—
Total	**$29,691,000**	**$32,359,000**

Classification: personal hygiene (LNA D-120)
Marketing/brand management:
Vp-gen mgr, A. C. Shepard
Dir of mktg, D. L. Enfield
Oral prods mgr, K. A. Thornhill
Dir media, Harry Way
Media plng: George Hull, S. I. Freilich
Agency: Ted Bates, N.Y.
Exec vp-client srvcs, Roger Pisani
Sr vp-mgmt reps: Geoff Clarkson, Sheila Paterson
Sr vp-exec media dir, Walter Reichel
Vp-media dir, John Potenzano
Assoc media dir, S. Johnson

81.
COVER GIRL cosmetics
Noxell Corp.

	media dollars 1981	1982
Magazines	$ 7,036,000	$ 9,690,000
Supps	—	—
Newspapers	—	—
Network tv	16,987,000	21,975,000
Spot tv	310,000	95,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$24,333,000**	**$31,760,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Sr vp-mktg, Francis J. Harrison
Vp-cosmetics mktg, Peter M. Troup
Grp prod mgr, Marie G. Bowers
Sr prod mgrs: A. Randy Floss, Nancy B. Phillips
New prods mgr, Steven J. Colnitis
Prod mgrs, Dean Van Nest, Robert K. McWilliams
Agency: SSC&B, New York
Exec vp, F. Stone Roberts
Exec vp-media & ntwk prog, Lawrence Lamattina
Vp-assoc media dir, Alan Jurmain
Asst media dir, Priscilla Sager

82.
NOW cigarettes
R. J. Reynolds

	media dollars 1981	1982
Magazines	$12,300,000	$12,902,000
Supps	4,622,000	1,511,000
Newspapers	18,025,000	17,206,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	55,000	16,000
Total	**$35,002,000**	**$31,635,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Mktg dir, John Shostak
Brand mgr, Jay Tobin
Dir mktg srvcs, Greg Novak
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Grp plng mgr, Bernie Bauguess
Brand plng mgr, Les Marcotullio
Agency: Leber, Katz & Partners, N.Y.
Exec vp-mgmt supr, Jerome Davidow
Sr vp-mgmt supr, Robert Hirsch
Acct supr, Jeff Palmer
Sr vp-media dir, Paul Benjou

83.

KENT cigarettes

(Lorillard) Loews

	media dollars 1981	media dollars 1982
Magazines	$13,257,000	$13,033,000
Supps	7,100,000	586,000
Newspapers	27,369,000	9,770,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	7,550,000	7,752,000
Total	**$55,276,000**	**$31,141,000**

Classification: tobacco (LNA G-110)

Marketing/brand management:
Vp-adv & brand mgmt, T. H. Mau
Grp brand dir, M. H. Burke
Brand mgr, E. M. Kiernan
Media dir, Bill Sands

Agency: FC&B, New York
Grp mgmt supr, Jack Angus
Mgmt dir, Paul Iffland
Acct dir, Jill Seligson
Acct exec, Lori Kaplan
Media dir, Mike Haggerty
Assoc media dir, Jay Kosanke
Media supr, Bob Perry

84.

REVLON cosmetics

Revlon

	media dollars 1981	media dollars 1982
Magazines	$ 7,635,000	$ 9,511,000
Supps	224,000	276,000
Newspapers	278,000	471,000
Network tv	8,274,000	14,957,000
Spot tv	11,839,000	5,352,000
Network radio	—	368,000
Spot radio	621,000	13,000
Outdoor	—	—
Total	**$28,871,000**	**$30,948,000**

Classifications: cosmetics (LNA D-110); hair products (LNA D-140)

Marketing/brand management:
Exec vp-adv, Sanford Buchsbaum
Vp-adv srvcs, George Feld
Adv dir, Ken Angel
Media dir, Anthony Cozzolino

Agencies: Grey, New York
(Classic Revlon, Natural Wonder, eye makeup, European Collagen Complex, Flex, Colorsilk, all international)
Exec vp-acct mgmt, Robert Zimmern
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Jim Bell

50th Floor Workshop, N.Y.
(house agency)
(Classic Revlon lipstick and nail enamel, skin balancing makeup)

Four-year trend totals start on page 56.

85.

LIPTON

Thomas J. Lipton, Inc.

	media dollars 1981	media dollars 1982
Magazines	$ 3,878,000	$ 6,400,000
Supps	238,000	407,000
Newspapers	701,000	1,133,000
Network tv	24,012,000	15,543,000
Spot tv	6,152,000	7,399,000
Network radio	—	—
Spot radio	130,000	—
Outdoor	—	65,000
Total	**$35,111,000**	**$30,947,000**

Classifications: prepared foods (LNA F-120); food beverages (LNA F-170)

Marketing/brand management:
Media dir, Bruce Hoenig

Agencies: TJL Media (in-house)
(creative)

SSC&B, New York
Exec vp-Hal Rover

Young & Rubicam, N.Y.
Sr vp-grp dir, John Hatheway

86.

JOHNSON'S products

Johnson & Johnson

	media dollars 1981	media dollars 1982
Magazines	$ 9,937,000	$ 8,739,000
Supps	884,000	91,000
Newspapers	1,771,000	127,000
Network tv	18,104,000	19,456,000
Spot tv	878,000	1,214,000
Network radio	134,000	369,000
Spot radio	2,996,000	455,000
Outdoor	—	—
Total	**$34,704,000**	**$30,451,000**

LAWRENCE COUNTY
New Castle
BUTLER COUNTY
Butler
BEAVER COUNTY
Beaver
ALLEGHENY COUNTY
Pittsburgh
McKeesport
WESTMORELAND COUNTY
Greensburg
WASHINGTON COUNTY
Washington
FAYETTE COUNTY
Uniontown
GREENE COUNTY

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PAMM/LAND ACCOUNTS FOR 33% OF THE FOOD SALES IN THE PITTSBURGH FOOD MARKET AREA.

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27th in POPULATION 1,419,090
More than Cincinnati, OH-KY-IN

27th in HOUSEHOLDS 520,260
Larger than Milwaukee, WI

35th in CONSUMER SPENDABLE INCOME $10,881,330,000
More than Bridgeport-Stamford-Norwalk-Danbury, CT

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LANDON ASSOCIATES INC.

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ABC

- BEAVER COUNTY TIMES
- BUTLER EAGLE
- GREENSBURG TRIBUNE-REVIEW
- McKEESPORT NEWS
- NEW CASTLE NEWS
- UNIONTOWN HERALD STANDARD
- WASHINGTON OBSERVER REPORTER

Classifications: hair products (LNA D-140); skin lotions (LNA D-216, D-111); First aid (LNA D-222); hygiene (LNA D-120)
Marketing/brand management:
Vp & gen mgr (child development products), Paul Boorujy
Dir-prod mgmt (baby products), William Egan
Vp & gen mgr (diaper company), Edwin West
Vp (adult toiletries), Carl Spalding
Agencies: SSC&B, New York
Exec vp, Alan Grazio
Exec vp-media & ntwk prog, Lawrence Lamattina
Vp-assoc media dir, Janice Clements
Young & Rubicam, N.Y.
Exec vp-grp dir, William Thompson
Sr vp-mgmt supr, John Glorieux
Vp-acct suprs: Alan Catling, Joseph Tilli, Mark Linder
Acct execs: Joshua Moritz, Susan Vary, Maureen McAllister, Cathy McCarthy
Vp-media grp supr, Ellen Oppenheim
Media supr, David Verklin

87.
THE NATIONAL ENQUIRER
National Enquirer Inc.

	media dollars 1981	1982
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	$ 398,000	$27,515,000
Spot tv	706,000	2,171,000
Network radio	—	—
Spot radio	—	69,000
Outdoor	—	—
Total	**$1,104,000**	**$29,755,000**

Classification: magazines (LNA B-420)
Marketing/brand management:
Chmn, Generoso Pope, Jr.
Pres, Iain Calder
Agency: Compton, N.Y.
Vp-mgmt supr, David Basch
Acct exec, Jim Williams
Assoc media dir, J. Burbeck
Asst media mgr, Sande Pisik

For alphabetical index turn to page 50. Trend comments start on page 52.

88.
SANKA coffee
General Foods

	media dollars 1981	1982
Magazines	$ 1,937,000	$ 920,000
Supps	529,000	218,000
Newspapers	508,000	655,000
Network tv	13,593,000	21,414,000
Spot tv	5,203,000	4,492,000
Network radio	2,099,000	1,880,000
Spot radio	900,000	142,000
Outdoor	—	—
Total	**$24,769,000**	**$29,721,000**

Classification: coffee (LNA F-171)
Marketing/brand management:
Vp-gen mgr, Steve Morris
Cat mgrs: Joel Johnson, Chuck Phillips
The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Bobby Asano
Agency: Young & Rubicam, N.Y.
Exec vp-grp supr, Lawrence Shapiro
Vp-mgmt supr, Anne Zopfi
Vp-acct supr, James Martin
Acct execs: Carla Gambescia, Connie Wishner
Asst acct exec, Larraine Alhadeff
Vp-media grp supr, Mark Arnold
Media supr, Jean-Claude Ziegler

89.
WARNER
Warner Communications

	media dollars 1981	1982
Magazines	$ 1,186,000	$ 566,000
Supps	—	—
Newspapers	221,000	598,000
Network tv	22,768,000	19,394,000
Spot tv	8,146,000	7,989,000
Network radio	160,000	—
Spot radio	959,000	816,000
Outdoor	41,000	28,000
Total	**$33,481,000**	**$29,391,000**

Classifications: movies (LNA G-310), media (LNA B-400), tapes (LNA H-330)
Marketing/brand management:
Vp-crtv adv, Joel Wayne
Vp-dir of media, Mardi Marans
Exec vp-worldwide adv, Sanford E. Reisenbach
Vp mkt res, Richard Del Belso
Agency: Grey, New York
(Motion pictures)
Vp, Donald Foley
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Richard Thaler

90.
CLOROX laundry products
Clorox

	media dollars 1981	1982
Magazines	$ 1,307,000	$ 1,896,000
Supps	—	—
Newspapers	—	—
Network tv	24,551,000	25,183,000
Spot tv	1,720,000	1,933,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$27,578,000**	**$29,012,000**

Classification: laundry preparations (LNA H-420)
Marketing/brand management:
Gen mgr, Michael R. Gallagher
Adv mgr, Robert P. Johnson
Assoc adv mgr, Jack Robertson
Dir media, Robert Bolte
Agency: FC&B/Honig, San Francisco
Sr vp-mgmt supr, Theodore Block
Vp-mgmt supr, Peter Engler
Acct suprs: Jeff Shubert, Jon Dale, Jane Gardner
Assoc media dir, Lori Pulse
Media supr, David Babbitz

91.
NESTLE'S products
Nestle Enterprises

	media dollars 1981	1982
Magazines	$ 2,431,000	$ 1,632,000
Supps	384,000	485,000
Newspapers	1,357,000	489,000
Network tv	13,408,000	14,340,000
Spot tv	12,953,000	9,435,000
Network radio	2,136,000	2,225,000
Spot radio	609,000	146,000
Outdoor	—	—
Total	**$33,278,000**	**$28,752,000**

Classifications: confectionery (LNA F-210); food beverages (LNA F-170); cooking products (LNA F-110)
Marketing/brand management:
Dir adv, Madi Ferencz
Adv mgrs: Isabel Torbert, Robert Bishopp (media)

Adv asst, Stephanie Vuto
Grp vps: W. I. Squel (coffee), H. F. McInerney (tea), R. Jones (chocolate)
Mktg mgrs: Tom McInerny (coffee), Alan Berger (candy products), Frank Arthofer (chocolate/culinary/food)
Agencies: Leo Burnett, Chicago
(Toll House, Crunch, new products)
Sr vp-client srvc dir, Bill Smith
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Dick Hobbs
McCann-Erickson, N.Y.
(Nescafe & Quik)
Sr vp-mgmt rep, John Boyd
Vp-acct dir, Peter Hall
Exec vp-dir media srvcs, Gene DeWitt
Sr vp-media plng dir, Vince Rafti
Media grp head, Julie Pinkwater
Jordan, Case & McGrath, N.Y.
(Hot cocoa mix)
Vp-assoc media dir, Jan Tosca
Supr/plnr, Ron Vartanyan
J. Walter Thompson, N.Y.
(Nestea)
Vp-mgmt supr, Don Challis
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Assoc media dir, Al Romano

92.
GOODYEAR tires
Goodyear

	media dollars	
	1981	1982
Magazines	$ 2,821,000	$ 1,830,000
Supps	—	—
Newspapers	—	21,000
Network tv	14,531,000	15,291,000
Spot tv	9,461,000	10,267,000
Network radio	760,000	609,000
Spot radio	17,000	402,000
Outdoor	—	210,000
Total	$27,570,000	$28,630,000

Classifications: tires (LNA T-140); automotive products (LNA T-150)

For alphabetical index turn to page 50. Trend comments start on page 52.

Marketing/brand management:
Vp-advtg, John P. Kelley
Dir adv, George S. Lenox
Mgr adv, media srvcs, George S. Drop
Mgr corp adv, L. B. Elms
Agencies: Campbell-Ewald, N.Y./Det.
(Tire division)
Vice chmn, R. D. O'Connor
Pres, P. A. Dow
Sr vp-mgmt supr, P. J. Kennaby
Sr vp-acct supr, C. A. Denton
Exec vp-media dir, Thomas J. Glynn
Sr vp-assoc media dir, R. J. Gervason
Vp-media grp supr, E. J. Veech
N W Ayer, Detroit
(industrial, aerospace)
Sr vp-mgmt supr, Richard Prince
Vp-acct supr, Thomas Needels
Vp-media dir, Randall Schroeder
Wyse, Cleveland
Vp-mgmt supr, Bob Haverback
Sr vp-media plng, James Pockmire
Mingo-Jones, New York
(ethnic-creative)
Acct supr, Roger Green
Brouillard Communications (JWT) N.Y.
(corporate)
Vp-acct supr, Ken DeCesare
Sr vp-media dir, Leonid Pratt
Bdcst buyer, Helen Colton
Print buyer, Bernadette Strauss

93.
RED LOBSTER restaurants
General Mills

	media dollars	
	1981	1982
Magazines	$ 7,000	$ 2,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	—	—
Spot tv	24,578,000	25,866,000
Network radio	—	—
Spot radio	1,161,000	2,666,000
Outdoor	68,000	92,000
Total	$25,814,000	$28,626,000

Classification: restaurants (LNA G-330)
Marketing/brand management:
Vp-mktg, Ray Caruso
Adv dir, Barbara Wells
Adv supr, Bill Lang
Natl field mktg mgr, Ted Whitaker
Agency: D'Arcy - MacManus & Masius, St. Louis
Sr vp-mgmt supr, Charles Grady
Vp-acct supr, Jim Palumbo
Acct execs: Tom Morrison, Cate Clayman, Bill Daily, David Krishock
Sr vp-dir media srvcs, Frank Kopec
Vp-grp media dir, Jim Porcarelli
Assoc media dir, Nancy Elswick

94.
TRUE VALUE hardware stores
Cotter & Co.

	media dollars	
	1981	1982
Magazines	$ 2,580,000	$ 3,585,000
Supps	—	—
Newspapers	—	—
Network tv	3,108,000	3,291,000
Spot tv	12,983,000	14,102,000
Network radio	4,923,000	7,461,000
Spot radio	—	—
Outdoor	8,000	3,000
Total	$23,602,000	$28,442,000

Classification: Miscellaneous (retail) LNA G-608)
Marketing/brand management:
Sec/treas-mdsg mgr, Ed Lanctot
Agency: Christenson, Barclay & Shaw, Chicago
Pres-acct exec, Jerry Christenson
Media dir, Teresa Miller

95.
COLUMBIA records
CBS

	media dollars	
	1981	1982
Magazines	$ 7,692,000	$ 7,603,000
Supps	9,239,000	11,746,000
Newspapers	5,994,000	7,066,000
Network tv	407,000	370,000
Spot tv	1,208,000	1,468,000
Network radio	—	—
Spot radio	71,000	3,000
Outdoor	44,000	18,000
Total	$24,655,000	$28,274,000

Classification: records (LNA H-330)
Marketing/brand management:
Sr vp-gen mgr, Alvin Teller (Columbia), Don Dempsey (Epic/Portrait)
Vps-mktg: Bob Sherwood (Columbia), Ron McCarrell (Epic/Portrait)
Agencies: Wunderman, Ricotta & Kline, N.Y.
Sr vp-mgmt supr, Peter Rabar
Vp-acct supr, Alan Beer
Acct exec, Pamela Weiss
Dir mktg & media srvcs, Bob De Seng
Assoc media dir, Amelia Capriulo
Media plnr/buyer, Dani Silverstein
Gotham, New York
(house agency)
Vp-adv, Linda Barton
Media dirs, Yvonne Ericson (tv, print), Peggy Mulhall (radio)
Assoc dir print media, Joe Strickoff
Print media buyer, Vera Sutton

96.

U.S. ARMY

U.S. Army Recruiting Command

	media dollars	
	1981	1982
Magazines	$ 3,665,000	$ 5,138,000
Supps	—	—
Newspapers	1,617,000	1,323,000
Network tv	12,320,000	12,311,000
Spot tv	—	2,000
Network radio	1,177,000	3,374,000
Spot radio	5,274,000	5,871,000
Outdoor	186,000	246,000
Total	**$24,239,000**	**$28,265,000**

Classification: U.S. Government (LNA B-160)
Marketing/brand management:
Dir adv/sales prom, Col. William S. Graf
Media dir, Maj. Dennis Ryan
Agency: N W Ayer, N.Y.
Sr vp-exec acct dir, H. Nelson vanSant
Sr vp-mgmt suprs, Lamar LeMonte, Bill Scholz
Vp-mgmt supr, prom, Dick May
Vp-assoc media dir, Michael Gross

97.

COORS beer

Adolph Coors Co.

	media dollars	
	1981	1982
Magazines	$ 16,000	$ 56,000
Supps	—	—
Newspapers	746,000	1,153,000
Network tv	5,481,000	7,069,000
Spot tv	14,814,000	11,367,000
Network radio	—	—
Spot radio	7,712,000	8,081,000
Outdoor	1,050,000	451,000
Total	**$29,819,000**	**$28,179,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Sr vp-mktg: Robert A. Rechholtz
Vp-mktg, Rob Klugman
Brand dir, Mike Raymond
Brand mgr, Peter Dang
Agencies: FCB/Chicago
Sr vp-grp mgmt supr, Bill Melzer
Vp-mgmt supr, Mitch Engel
Vp-grp media dir, Kent Vlautin
Media suprs: Pat Signorelli, Barbara Bess, Cynthia Kerr
Ed Yardang, San Antonio
(Hispanic advertising)
Pres, Warren Stewart
Vp-acct supr, Carlos Montemayor
Media dir, Tony Pratt

98.

MAYBELLINE cosmetics

Schering-Plough

	media dollars	
	1981	1982
Magazines	$ 8,438,000	$ 9,892,000
Supps	—	—
Newspapers	—	—
Network tv	18,464,000	15,570,000
Spot tv	2,301,000	2,531,000
Network radio	—	—
Spot radio	253,000	76,000
Outdoor	17,000	—
Total	**$29,473,000**	**$28,069,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Sr vp-mktg, Hank Pellegrin
Vp-adv, Bob Schreiber
Vp-mktg (Face/Lip), John Conte
Vp-mktg (Eye/Nail), Chris Berry
Agencies: Lake-Spiro-Shurman, Memphis
(house agency)
Pres, Howard K. McIntyre
Exec vp, Avron Spiro, Jr.
Vp-print media, Lynn Sanders
Spot bdcst, Gene Camerik
(Creative agencies)
Ted Bates, N.Y.
(eye and nail products)
Exec vp-client srvcs, Joan Rothberg
Acct supr, Lynne King
Acct exec, Joanne Murphy
Asst acct exec, Cheryl Rego
Bloom, Dallas
(Moisture Whip, Daydreams)
Pres, Tony Wainwright
Vp-mgmt supr, Sherri Babcock
Warwick, N.Y.
(various)
Pres, Wilder Baker
Acct supr, Leon Hansen

99.

FOLGER'S coffee

Procter & Gamble

	media dollars	
	1981	1982
Magazines	—	—
Supps	$ 552,000	—
Newspapers	1,080,000	$ 145,000
Network tv	16,769,000	16,595,000
Spot tv	8,681,000	10,779,000
Network radio	—	—
Spot radio	127,000	132,000
Outdoor	—	—
Total	**$27,209,000**	**$27,651,000**

Classification: coffee (LNA F-171)
Marketing/brand management:
Div mgr, B. J. Hintz
Adv mgr, B. L. Byrnes
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin
Agency: Cunningham & Walsh, N.Y.
Exec vp-dir, mktg & media srvcs, Frank McDonald
Sr vp-media, Howard Nass
Vp-media, Marcia Chapman
Media suprs: Lynn Marum (instant), Aileen Takaki (vacuum/flaked)
Vp-acct suprs: Joseph Bouch (instant), Dana Tower (vacuum/flaked)
Acct execs: Richard Rapp (instant), David Blashford (vacuum/flaked)
Asst acct execs: Robert Schwartz (instant), Carrie Field (vacuum/flaked)

100.

OIL OF OLAY

Richardson-Vicks

	media dollars	
	1981	1982
Magazines	$ 3,222,000	$ 4,796,000
Supps	—	—
Newspapers	—	—
Network tv	27,889,000	18,909,000
Spot tv	4,651,000	3,893,000
Network radio	1,232,000	—
Spot radio	177,000	—
Outdoor	—	—
Total	**$37,171,000**	**$27,598,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Vp-mktg dir, Peter Wilson
Dir of media, Irwin Fleischer
Media coor, Evelyn Fitzsimmons
Agency: Young & Rubicam, N.Y.
Sr vp-mgmt supr, Robert Gleckler
Vp-acct supr, Joel Goren
Acct execs: Skip Beitzel, Frank Simonelli
Vp-media grp supr, Nancy Smith
Media supr, Donna Campanella

101.

AQUA-FRESH toothpaste

Beecham

	media dollars	
	1981	1982
Magazines	$ 1,777,000	$ 1,435,000
Supps	53,000	—
Newspapers	19,000	—
Network tv	19,563,000	25,764,000
Spot tv	208,000	64,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$21,620,000**	**$27,263,000**

Classification: toothpaste (LNA D-120)

Marketing/brand management:
Vp-sales, Robert Lancester
Vp-mktg, R. Snell
Media dir, Philip Branch
Agency: Grey, New York
Sr vp-acct mgmt, Robert Burruss
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, John Jacobs

102.

IVORY soaps

Procter & Gamble

	media dollars	
	1981	1982
Magazines	$ 829,000	$ 294,000
Supps	—	—
Newspapers	65,000	39,000
Network tv	18,988,000	21,680,000
Spot tv	4,670,000	5,195,000
Network radio	—	—
Spot radio	11,000	—
Outdoor	—	—
Total	**$24,563,000**	**$27,208,000**

Classifications: soaps & detergents (LNA H-410); personal hygiene (LNA D-120)

Marketing/brand management:
Vp, R. T. Blanchard
Adv mgrs: E. A. Glover (packaged soap), R. B. Gordon (bar soap)
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin
Agencies: Compton, New York
(Ivory Bar)
Mgmt supr, Tom Lom
Acct mgr, Abe Gorelick
Assoc media dir, Nancy Fastenberg
(Ivory Liquid)
Mgmt supr, Fred Walti
Acct mgr, Diana Landes
Asst acct mgr, Garret Vreeland
Assoc media dir, Bob Pape
Benton & Bowles, N.Y.
(Ivory Snow)
Sr vp-acct dir, Tom Carey
Vp-mgmt supr, Nancy Tschirhart
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Steve Farella

103.

PLYMOUTH

Chrysler Corp.

	media dollars	
	1981	1982
Magazines	$ 4,495,000	$ 5,736,000
Supps	—	—
Newspapers	3,442,000	344,000
Network tv	14,358,000	9,686,000
Spot tv	6,975,000	7,839,000
Network radio	318,000	—
Spot radio	676,000	3,328,000
Outdoor	133,000	231,000
Total	**$30,397,000**	**$27,164,000**

Classification: cars (LNA T-110)

Marketing/brand management:
Vp-mktg, J. A. Campana
Gen mktg mgr, A. C. Liebler
Natl adv mgr, A. C. Kesteloot
Adv mgrs: G. A. Northrop (cars), A. D. Imber (retail)
Agency: Kenyon & Eckhardt, Detroit
Chmn, John J. Morrissey
Exec vp, Peter S. Dimsey
Sr vp-mgmt supr, J. R. Heekin
Vp-acct supr, B. C. Butzier
Sr vp-media dir, P. D. Matz
Sr vp-dir media plng, E. E. Kruger
Media suprs/plnrs: Craig J. Yateman (cars), Pam Iverson (dealer assn.)

104.

SUBARU cars

Subaru of America

	media dollars	
	1981	1982
Magazines	$ 3,872,000	$ 2,840,000
Supps	—	—
Newspapers	1,090,000	2,125,000
Network tv	8,505,000	8,569,000
Spot tv	7,709,000	13,218,000
Network radio	—	—
Spot radio	225,000	334,000
Outdoor	21,000	72,000
Total	**$21,422,000**	**$27,158,000**

Classification: cars (LNA T-112)

Marketing/brand management:
Vp-corp comm, Alan B. Ross
Dir adv/mdsg srvcs, David W. Wager
Mgr, advtg media, Mark Dunn
Mgr, advtg prod, Karen Allen
Agency: Levine, Huntley, Schmidt, Plapler & Beaver, N.Y.
Vp-acct supr, Terry Bonaccolta
Vp-media, Jim Dragoumis
Media dir, Vivian Riley

105.

GILLETTE toiletries

Gillette

	media dollars	
	1981	1982
Magazines	$ 2,635,000	$ 411,000
Supps	587,000	1,603,000
Newspapers	1,307,000	3,236,000
Network tv	24,713,000	20,150,000
Spot tv	2,631,000	1,739,000
Network radio	—	—
Spot radio	12,000	—
Outdoor	—	—
Total	**$31,885,000**	**$27,139,000**

Classifications: men's/ladies' shaving (LND D-126/127); deodorants (LNA D-124); hair dryers (LNA D-144)

Marketing/brand management:
Vps-mktg: Derek Coward (safety razor), Robert Forman (personal care)
Vp-adv srvcs, Thomas Ryan
Dir media srvcs, Allen Gibbs
Dir ntwk buying, Howard Fisher
Dir spot, print, new technologies, Thomas Lux
Agencies: BBDO, New York
Vp-mgmt suprs: William Kelly, Michael Paxton
Exec vp-dir of media & prog, Arnie Semsky
Sr vp-dir of media plng srvcs, Mike Drake
Sr vp-dir media buying, Larry Hoffner
(Safety razor div.)
Vp-assoc media dir, Mike Hedge
Media supr, Aaron Belson
(Personal care div.)
Vp-assoc media dir, Mark Buttitta
Vp-assoc dir, ntwk plng, Ginny Shields
Media supr, Ellen Dorman
Young & Rubicam, N.Y.
(Right Guard)
Sr vp-mgmt supr, Ed Lebar
Vp-acct suprs: Kenneth Robinson, John Foote
Acct execs: Cathy McCarthy, Maureen Howard

Vp-media grp supr, Diane Meskill
Media supr, Mary Wyman
Marschalk, N.Y.
(Foamy, Daisy, Widget)
Acct suprs: Terry Levine, Mike Krugman
Vp-mgmt srvc dirs: John Dooner, Eric Einhorn (Foamy)
Exec vp-media dir, Arthur Wilen
Dir media plng, Stephen Segal
Assoc media dir, Janet Polesel

106.

NBC radio/tv

RCA Corp.

	media dollars 1981	1982
Magazines	$12,915,000	$15,331,000
Supps	—	—
Newspapers	13,727,000	11,383,000
Network tv	—	—
Spot tv	4,370,000	20,000
Network radio	1,222,000	317,000
Spot radio	381,000	50,000
Outdoor	—	3,000
Total	**$32,515,000**	**$27,104,000**

Classifications: tv stations (LNA B-440); radio stations (LNA B-440)
Marketing/brand management:
(Network operations)
Sr vp-entertainment div, Steve Sohmer (Burbank)
(primetime programing)
Vp-adv & prom, John Miller (Burbank)
(News, sports, late night prog, all radio)
Vp-adv & prom, Frank N. Pintauro (N.Y.)
Dir adv srvcs, C. D. Mollo (N.Y.)
Mgrs adv srvcs: North Callahan (N.Y.), Eric Jensen (N.Y.)
Agency: Diener/Hauser/Bates, Los Angeles/N.Y.
Sr vp-media, Norman Trell (N.Y.)
Media dir/plnr, Sylvia Greenspan (L.A.)
Acct supr, Barry Orell (L.A.)

107.

LINCOLN

Ford Motor

	media dollars 1981	1982
Magazines	$ 2,811,000	$ 2,919,000
Supps	36,000	90,000
Newspapers	4,077,000	8,209,000
Network tv	4,307,000	9,095,000
Spot tv	1,637,000	5,650,000
Network radio	97,000	75,000
Spot radio	957,000	597,000
Outdoor	1,758,000	158,000
Total	**$15,680,000**	**$26,793,000**

Classification: cars (LNA T-110)
Marketing/brand management:
(Lincoln-Mercury div.)
Gen mktg mgr, B. J. Coughlan
Advtg mgr, John B. Vanderzee
Agency: Young & Rubicam, Detroit
Sr vp-grp dir, John Sanders
Vp-grp dir, C. E. Riley
Vp-media dir, Ken Pool

108.

COLECO

Coleco Industries

	media dollars 1981	1982
Magazines	—	$ 1,246,000
Supps	—	—
Newspapers	—	340,000
Network tv	$ 902,600	10,921,000
Spot tv	6,661,000	14,181,000
Network radio	—	—
Spot radio	—	9,000
Outdoor	—	—
Total	**$7,564,000**	**$26,697,000**

Classifications: games (LNA G-450); home electronics (LNA H-320)
Marketing/brand management:
Vp-mktg, Al Kahn
Adv mgr, Lauren D'Alessandro
Agency: Richard & Edwards, N.Y.
Pres-acct grp head, Richard Schwarzchild
Sr vp-mgmt supr, Stephen Kolke
Sr vp-media dir, Shelly Hirsch
Media supr, Tom Horner

109.

GALLO wines

E&J Gallo

	media dollars 1981	1982
Magazines	—	—
Supps	—	—
Newspapers	$ 65,000	$ 457,000
Network tv	20,624,000	22,624,000
Spot tv	584,000	2,945,000
Network radio	—	—
Spot radio	10,000	—
Outdoor	10,000	18,000
Total	**$21,293,000**	**$26,044,000**

Classification: wine (LNA F-320)
Marketing/brand management:
Vp-mktg, M. G. Boyd
Mktg dirs: Gerry Glasgow, Harry Dornec, David Mantel
Dir of media, Sue McClelland
Spot buyer, Ernie Cronkite
Agencies: Ogilvy & Mather, San Francisco
(corporate/varietals/premiums)
Vp-mgmt supr, Ira Zuckerman
Media dir, Cheryl Kroyer
NH&S, Los Angeles
Asst media dir, Jack Valente
Media supr, Stan Botello

110.

HEINZ

H. J. Heinz Co.

	media dollars 1981	1982
Magazines	$ 561,000	$ 253,000
Supps	—	—
Newspapers	723,000	1,167,000
Network tv	12,604,000	20,982,000
Spot tv	3,712,000	3,368,000
Network radio	83,000	—
Spot radio	—	23,000
Outdoor	—	—
Total	**$17,683,000**	**$25,793,000**

Classifications: condiments (LNA F-116); gravies (LNA F-117)
Marketing/brand management:
Gen mgrs-mktg: John Crawshaw, Bill Johnson
Adv mgr, James Gordon
Agencies: Leo Burnett, Chicago
Acct dir, Chuck W. Quarnstrom
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Tom Ross
Ketchum Communications, Pittsburgh
Vp-mgmt supr, Bill Stein
Vp-assoc media dir, Judy Hofscher

111.

NISSAN

Nissan Motors Ltd.

(See also: 18. Datsun)

	media dollars 1981	1982
Magazines	$ 1,874,000	$ 6,095,000
Supps	—	163,000
Newspapers	—	—
Network tv	1,654,000	8,795,000
Spot tv	953,000	10,201,000
Network radio	—	—
Spot radio	—	—
Outdoor	85,000	464,000
Total	**$ 4,566,000**	**$25,718,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Vp-mktg. srvcs, Bob Kent
Dir adv, Joe Opre
Media plng mgr, Susan Furedi
Agency: William Esty, N.Y.
Sr vp-mgmt supr, George Beech

Vp-acct supr, Tom Boyle (L.A.)
Sr vp-media dir, Tom Hill (N.Y.)
Assoc media dirs: Ken Munkens (N.Y.), Jolene Fedrick (L.A.)
Media suprs: H. Amison, C. Melone

112.

EVEREADY batteries

Union Carbide Corp.

	media dollars	
	1981	1982
Magazines	$ 338,000	$ 204,000
Supps	835,000	321,000
Newspapers	792,000	564,000
Network tv	21,892,000	19,503,000
Spot tv	2,248,000	1,516,000
Network radio	—	—
Spot radio	5,304,000	3,343,000
Outdoor	491,000	14,000
Total	**$31,900,000**	**$25,465,000**

Classification: household batteries (LNA H-220)
Marketing/brand management:
Mktg mgr, G. D. Klein
Adv mgr, Douglas Orr
Agency: William Esty, N.Y.
Sr vp-mgmt supr, Richard Vanden Bosch
Sr vp-media dir, Peter Triolo
Assoc media dir, Lucielle Gionet
Media supr, Patricia Reilly

113.

FRANKLIN MINT

Warner Communications

	media dollars	
	1981	1982
Magazines	$11,171,000	$11,797,000
Supps	4,446,000	4,431,000
Newspapers	9,041,000	8,678,000
Network tv	—	20,000
Spot tv	600,000	535,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$25,258,000**	**$25,461,000**

Classifications: mail order (LNA G-560); china (LNA H-111); records (LNA H-330)
Marketing/brand management:
Exec vp-U.S. mktg div, C. Wickard
Vp-U.S. mktg, M. Breisblatt
Mktg dev, Francis Edwards
Prod dev, James Perry
Agency: Franklin Advertising
(House agency)
Media dir, Howard R. Batton
Dir media plng, Joseph T. Clark

114.

EXXON

Exxon

	media dollars	
	1981	1982
Magazines	$ 6,701,000	$ 3,399,000
Supps	—	—
Newspapers	1,110,000	3,381,000
Network tv	24,199,000	5,734,000
Spot tv	6,247,000	11,211,000
Network radio	313,000	471,000
Spot radio	2,684,000	979,000
Outdoor	258,000	257,000
Total	**$41,512,000**	**$25,432,000**

Classifications: general (LNA T-230); gasoline, oil (LNA T-210); office machines (LNA B-312)
Marketing/brand management:
Adv mgr, J. L. Stanislaus
Mgr comm prog, J. Kenneth Kansas
Agencies: McCann-Erickson, N.Y.
Exec vp-mgmt supr, J. G. Hetherly
Vp-acct dir, Jack Collins
Acct supr, Tom Jasinski
Vp-media dir, Jim Shelby
McCaffrey & McCall, N.Y.
Sr vp-grp acct mgmt, John B. Collins
Vp-acct exec, Shelia Walker
Sr vp-media dir, Harris Lefkon
Vp-media mgr, Tom Wilson
Assoc media dir, Hans Zucker
Media supr, Ann Price
Marsteller, N.Y.
(Office systems)
Sr vp-mgmt supr, Art Zimmerman
Vp-acct supr, Jim Waechter
Vp-dir of media, Carlas Loffredo
Vp-assoc media dir, Jacques Cornet

115.

CARLTON cigarettes

American Brands

	media dollars	
	1981	1982
Magazines	$11,747,000	$15,707,000
Supps	—	—
Newspapers	10,321,000	1,962,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	8,189,000	7,604,000
Total	**$30,397,000**	**$25,273,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Mktg dir, William J. Moore
Prod mgr, H. W. Bahrenburg
Media dir, Norman H. Chester
Agency: Laurence, Charles & Free, N.Y.
Acct mgmt supr, Mel Minor
Acct supr, Tom Keane
Sr vp-media dir, Robert Adler

116.

ABC

American Broadcasting

	media dollars	
	1981	1982
Magazines	$14,356,000	$13,823,000
Supps	—	13,000
Newspapers	10,240,000	10,241,000
Network tv	—	—
Spot tv	5,926,000	—
Network radio	1,087,000	415,000
Spot radio	93,000	485,000
Outdoor	443,000	12,000
Total	**$32,145,000**	**$24,989,000**

Classifications: tv stations (LNA B-440); radio stations (LNA B-430)
Marketing/brand management:
(TV network)
Vp-natl adv dir, Paul W. Barrett
Dir adv/prom, Russell Ro[illegible]ey
(owned tv stations)
Vp-creative srvc, John Olken
Agencies: McCaffrey & McCall, N.Y.
(TV network, Sports)
Sr vp-acct exec, Norman Freedman
Acct execs: Barry Weintraub, Pat Corrigan
Sr vp-media dir, Harris Lefkon
Assoc media dir, Hans Zucker
Media supr, Grace Mathias
Grey, New York
(Movies, ABC Theatre)
Sr vp-dir media & prog, Alec Gerster
Vp, Donald Foley
N W Ayer, N.Y.
(ABC News, corporate adv)
Exec vp-exec acct dir, Thomas F. Maxey
Vp-acct supr, Irwin Fischer
Vp-grp media dir, Jane Twyon
Assoc media dir, Richard Alcott
Media plnr, Margaret Bigley
Nadler & Larimer, N.Y.
(Radio network)
Sr vp mgmt supr, Chuck Einach
Acct exec, Wendy Forman
Media supr, Emily Eckstein

Four-year trend totals start on page 56.

117.
KAL KAN pet foods
Mars Inc.

	media dollars 1981	media dollars 1982
Magazines	$ 1,025,000	$ 1,265,000
Supps	—	—
Newspapers	408,000	495,000
Network tv	7,604,000	14,512,000
Spot tv	6,123,000	8,636,000
Network radio	—	—
Spot radio	28,000	4,000
Outdoor	—	—
Total	**$15,188,000**	**$24,912,000**

Classification: pet foods (LNA G-531)
Marketing/brand management:
Vp-mktg, Ed Conn
Mktg dirs, Mike Nelson, Alfred Poe
Mktg srvc dir, Brian Billings
Agencies: Ted Bates, N.Y.
Sr vp-mgmt rep, Jerry Brady
Acct suprs: Ron Gudinskas, Carol Good
Acct execs: Marilyn Shames, Paul Kramer
Vp-media dir, Nancy Clott
Assoc media dir, Stephen Marietta
Media plnrs: Martin Walsh, Amy Marsh
D'Arcy-MacManus & Masius, St. Louis
Sr vp-mgmt supr, Jack Bruemmer
Assoc media dir, Mike Nyikes

118.
PLAYTEX products
Esmark

	media dollars 1981	media dollars 1982
Magazines	$ 3,150,000	$ 1,506,000
Supps	15,000	—
Newspapers	—	66,000
Network tv	22,581,000	21,611,000
Spot tv	1,723,000	1,667,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$27,469,000**	**$24,850,000**

Classifications: underwear (LNA A-120); hygiene (LNA D-123)
Marketing/brand management:
Dir media srvcs, George Montaigne
Agency: Grey, New York
Exec vp-acct mgmt, Robert Schoenfein
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Robert Giacomino

119.
DRISTAN cold remedies
American Home Products

	media dollars 1981	media dollars 1982
Magazines	$ 353,000	$ 505,000
Supps	—	—
Newspapers	—	—
Network tv	19,863,000	21,520,000
Spot tv	3,452,000	2,512,000
Network radio	—	—
Spot radio	128,000	87,000
Outdoor	—	—
Total	**$23,796,000**	**$24,624,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Adv dir, Steve Kubinski
(Tablets/Capsules)
Grp prod mgr, Ted Brenan
Sr prod mgr, Ron Miller
(Nasal Mist)
Grp prod mgr, Hal Danser
Prod mgr, George Rooney
(Ultra Colds Formula)
Grp prod mgr, Dick Howland
Prod mgr, Carol Marsh
Agencies: William Esty, N.Y.
(Tablets/Capsules/Nasal Mist)
Sr vp-mgmt supr, George Biava
Vp-acct supr, Ed Bauccio
S[illegible]edia dir, Peter Triolo
Vp-assoc media dir, Joseph Sander
Kornhauser & Calene, N.Y.
(Ultra Colds Formula)
sr vp-mgmt supr, Rick Kornhauser
Vp-acct supr, Tom Dianis
Vp-media mgr, Gary Faver

120.
RAGU foods
Chesebrough-Pond's

	media dollars 1981	media dollars 1982
Magazines	—	$ 5,058,000
Supps	—	287,000
Newspapers	$ 237,000	771,000
Network tv	12,761,000	15,832,000
Spot tv	3,240,000	2,091,000
Network radio	—	—
Spot radio	—	81,000
Outdoor	—	—
Total	**$16,238,000**	**$24,120,000**

Classifications: sauces (LNA F-117); prepared mixes (LNA F-113)
Marketing/brand management:
Mktg dir, Michael Jeans
Grp prod mgrs: Robert Maurer (Ragu), Ed Volkwein (Pizza Quick sauce/new products)
Media dir-corp, Joseph Campion
Agency: Waring & LaRosa, N.Y.
Mgmt supr, Irwin Levy
Acct execs: Clark Olver, Don Amira, Marianna McCabe
Sr vp-media dir, Martin Narva
Assoc media dir, Jean Mandel

121.
LOWENBRAU beer
Philip Morris

	media dollars 1981	media dollars 1982
Magazines	$ 52,000	$ 111,000
Supps	7,000	—
Newspapers	238,000	131,000
Network tv	15,032,000	16,096,000
Spot tv	4,397,000	6,412,000
Network radio	—	—
Spot radio	1,058,000	1,359,000
Outdoor	4,000	6,000
Total	**$20,788,000**	**$24,115,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Exec vp, Lauren S. Williams
Vp-brand mgmt, William W. Catlin
Grp prod dir, Robert Toledo
Brand mgr, Jerry Schmutte
Agencies: Backer & Spielvogel, N.Y.
Sr vp-mgmt supr, Jeffrey Palmer
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Vp-assoc media dir, Scott Butler

122.
BETTY CROCKER foods
General Mills

	media dollars 1981	media dollars 1982
Magazines	$ 4,144,000	$ 6,440,000
Supps	122,000	—
Newspapers	559,000	1,083,000
Network tv	12,888,000	12,067,000
Spot tv	2,303,000	3,514,000
Network radio	537,000	975,000
Spot radio	75,000	21,000
Outdoor	—	—
Total	**$20,628,000**	**$24,100,000**

Classifications: cooking products (LNA F-110); prepared food (LNA F-120); vegetables (LNA F-143)
Marketing/brand management:
Media srvcs dir, Hal Nitch
Vp-dir of mktg srvcs, Charles D. Weil
Adv srvcs dir, Robert J. Blake
Creative srvcs dir, Jack Griffin
Agency: NH&S , Chicago
Sr vp-dir media resources, David Drake
Vp-dir media oper, W. F. Heimann, Jr.

Vp-assoc media dir, Geoffrey McClelland
Media suprs: Carol Moberg, Debra Nevin
Print plnr, Frances Wager
Media plnrs: Paul Iaffaldano, Kathleen McKay, Judy Reardon
Local bdcst buyers: Nancy McGroarty, Nancy Evelyn, Dale Ruthenberg
Vp-ntwk dir, Howard Sirinsky
Ntwk supr, Marie Netolicky
Ntwk plnr, Billie Von Thaden
Sr vp-mgmt rep, Stuart Sharpe
Vp-acct supr, Colby Kerr

123.

TIMEX

Timex Corp.

	media dollars 1981	1982
Magazines	$ 1,378,000	$ 4,538,000
Supps	622,000	1,417,000
Newspapers	1,384,000	2,627,000
Network tv	10,452,000	12,968,000
Spot tv	49,000	2,468,000
Network radio	—	—
Spot radio	—	25,000
Outdoor	—	1,000
Total	**$13,885,000**	**$24,044,000**

Classifications: watches (LNA G-212); computers (LNA B-311); small appliances (LNA H-280)
Marketing/brand management:
Vp-mktg/sales-worldwide, C. Michael Jacobi
(watches)
Dir U.S. mktg/prod plng, David Rahilly
Mgr of mktg, Tom Berquist
Adv mgr, William Keim
(clocks)
Dir of oper, Ron Weaver
(medical)
Dir of oper, Bruce Dodson
(computers)
Dir of oper, Danny Ross
Agencies: Grey, New York
(watches and clocks)
Vp-mgmt rep, Clark Montgomery
Mgmt supr, Casey Wojeichowski
Acct mgr, Alan Randall
Acct execs: Mauro Appezzato, Pamela Siebels
J. Walter Thompson, N.Y.
(computers/medical)
Sr vp-grp acct dir, Peter Schweitzer
Vp-mgmt supr, Phil Forman
Acct coor, Debbie Roth
Acct supr, Jennifer Close (medical)
Acct reps: Susan Jannetta (medical), Joanne Collins (computers)
Vp-assoc media dir, Al Romano
Media supr, Emily Swartzentruber
Plnr, Larry Duke

124.

MOBIL gasoline/oil

Mobil Oil

	media dollars 1981	1982
Magazines	$ 2,420,000	$ 5,211,000
Supps	3,185,000	3,300,000
Newspapers	8,105,000	7,226,000
Network tv	—	3,000
Spot tv	9,118,000	6,015,000
Network radio	—	—
Spot radio	2,389,000	2,163,000
Outdoor	28,000	22,000
Total	**$25,245,000**	**$23,940,000**

Classifications: general promotion (LNA T-230); gas/oil (LNA T-211)
Marketing/brand management:
(U.S. Marketing and Refining Div.)
Vp-gen mgr mktg, R. L. Abbott
Gen mgr mktg srvcs, K. C. Esty
Adv mgr, A. G. Spiess
Mgr cmrcl adv, Isaac Kershaw
Resale mgr, D. P. Spada
(public affairs div.)
Vp-public affairs, Herbert Schmertz
Gen mgr-pub rel, J. B. Merrell
Agencies: DDB, New York
Grp sr vp, James V. McConnell, Jr.
Exec vp-dir media & prog, Michael Drexler
Vp-media plng dir, Steve Caputo
Assoc media plng dir, Elizabeth Lubarsky
Creamer, New York/Chicago
(farm and industrial)
(New York)
Sr vp-acct supr, Fred Dixon
Sr vp-media dir, Bill Hoag
Assoc media dir, Bob Zen
(Chicago)
Vp-agric grp head, Ron Hortzman
Sr media plnr/buyer, Jim Wyza

125.

KENNER toys

General Mills

	media dollars 1981	1982
Magazines	$ 1,287,000	$ 219,000
Supps	—	—
Newspapers	1,012,000	—
Network tv	13,753,000	16,122,000
Spot tv	7,470,000	7,533,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$23,522,000**	**$23,874,000**

Classification: games (LNA G-450)
Marketing/brand management:
Vp-adv/mktg srvcs, Louis Gioia, Jr.
Dir adv-cons proms, Ellen Moser
Agencies: Grey, New York
Exec vp-acct mgmt, W. Overend
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Robert Giacomino
DFS, New York
Exec vp-mgmt dir, Joseph Mack
Sr vp-mgmt supr, Ray Caro
Vp-acct supr, Judye Greene
Exec vp-media dir, Allen Banks
Vp-sr assoc media dir, Jack Irving
Assoc media dir, Ruthanne Greenburg
Media supr, Bruce Phillips

126.

HERSHEY products

Hershey Foods

	media dollars 1981	1982
Magazines	$ 2,242,000	$ 3,804,000
Supps	—	595,000
Newspapers	1,467,000	1,447,000
Network tv	13,900,000	13,622,000
Spot tv	2,333,000	3,955,000
Network radio	—	—
Spot radio	664,000	408,000
Outdoor	—	—
Total	**$20,372,000**	**$23,831,000**

Classification: Ingredients/candies (LNA F-115, 211)
Marketing/brand management:
Mktg vp-Gary McQuaid
Dirs of mktg: Jay Carr (candy bars), Michael Holmes (packaged candy/grocery products)
New business dev vp, J. H. Dowd
Dir of new prods, A. J. Pingitore
Agencies: DDB, New York
Sr vp-mgmt supr, Peter Tate
Vp-media plng dir, Conant Sawyer
Assoc media plng dir, Jennie Maggio
Ogilvy & Mather, N.Y.
Sr vp-mgmt supr, Michael Vaughan
Sr vp-assoc media dir, Tony Nacinovich
Asst media dirs: Al Orlick, Mark Belton

127.

QUAKER foods

Quaker Oats Co.

	media dollars 1981	1982
Magazines	$ 1,360,000	$ 668,000
Supps	55,000	61,000
Newspapers	249,000	442,000
Network tv	8,814,000	11,731,000
Spot tv	5,781,000	10,771,000
Network radio	—	—
Spot radio	30,000	17,000
Outdoor	—	—
Total	**$16,289,000**	**$23,690,000**

Classifications: cereals (LNA F-120), cookies (LNA F-113)

Marketing/brand management:

Vp-mktg (foods), Douglas Mills

Vp-prod mgmt, Jim Kauffman

Media dir, Bill Brown

Agencies: BBDO, New York

(cereals)

Vp mgmt supr, Rick Swanson

Exec vp-dir media & prog, Arnie Semsky

Sr vp-dir media plng srvcs, Mike Drake

Sr vp-dir media buying, Larry Hoffner

Vp-assoc dir ntwk prog, Susan Auerbach

Assoc media dir, Lee Margulis

Media supr, Michelle Shotts

Media plnr, Don Kennedy

Berry-Brown Adv., Dallas

(corn products/new areas)

Acct supr, Robert E. Berry

Acct mgr, Sara Mayben

Media dir, Sharon Speer

Adcom, Inc., Chicago

(house agency for cereals, frozen pizza, breads)

Vp-dir of media, Joan G. Stark

128.

LYSOL disinfectants

Sterling Drug

	media dollars	
	1981	1982
Magazines	$ 1,092,000	$ 600,000
Supps	170,000	215,000
Newspapers	496,000	232,000
Network tv	15,262,000	19,742,000
Spot tv	1,496,000	2,722,000
Network radio	—	—
Spot radio	68,000	—
Outdoor	—	—
Total	**$18,584,000**	**$23,511,000**

Classifications: disinfectants (LNA H-242); cleaners (LNA H-430)

Marketing/brand management:

Vp-mktg, Leonard Suskin

Agency: SSC&B, New York

Exec vp, George Guimaraes

Exec vp-media & ntwk prog, Lawrence Lamattina

Vp-assoc media dir, Janice Clements

Asst media dirs: Pat Fine, Shirley Menkes

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129.

AMERICAN DAIRY ASSN.

	media dollars	
	1981	1982
Magazines	$ 902,000	$ 1,638,000
Supps	181,000	69,000
Newspapers	765,000	912,000
Network tv	2,326,000	3,687,000
Spot tv	10,887,000	12,836,000
Network radio	384,000	794,000
Spot radio	2,500,000	2,917,000
Outdoor	379,000	499,000
Total	**$18,324,000**	**$23,352,000**

Classification: diary products (LNA F-130)

Marketing/brand management:

Pres, Barry D. Pfouts

Vp-crtv srvcs, Jane Holmes

Vp-mktg srvcs, G. B. Simpson

Mgr media plng & srvcs, Donna Arcus

Agency: D'Arcy-MacManus & Masius, Chicago

Sr vp-mgmt supr, Benjamin Bishop

Vp-acct grp supr, Joanne Nottke

Sr vp-dir media srvcs, Joseph P. Zeller

Assoc media dir, Willard L. Hemsworth

Media supr, Sandra S. Whitelaw

Media plnrs: Donna Schauer, Lynn Myers, Rob Carstens

130.

MIDAS auto supplies

IC Industries

	media dollars	
	1981	1982
Magazines	$ 13,000	$ 528,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	8,497,000	9,133,000
Spot tv	6,192,000	8,404,000
Network radio	254,000	—
Spot radio	3,605,000	5,251,000
Outdoor	2,000	23,000
Total	**$18,563,000**	**$23,339,000**

Classification: auto parts & accessories (LNA T-154)

Marketing/brand management:

Vp mktg, Ralph Linder

Adv/prom dir, Chuck Graziano

Agency: Wells, Rich, Greene, Chicago

Pres, Larry Singer

Vp-mgmt supr, Steve Keenan

Vp-media dir, Jill Cassorla

Assoc media dir, David Kelly

131.

SONY electronics

Sony Corp.

	media dollars	
	1981	1982
Magazines	$ 9,777,000	$ 8,414,000
Supps	350,000	167,000
Newspapers	5,685,000	5,035,000
Network tv	10,636,000	7,137,000
Spot tv	1,212,000	1,565,000
Network radio	161,000	375,000
Spot radio	1,862,000	595,000
Outdoor	14,000	31,000
Total	**$29,697,000**	**$23,319,000**

Classification: (home electronics) (LNA H-310, 320)

Marketing/brand management:

Natl adv mgrs: Jeff Brooks (video products), Jeff Marks (audio products), Rita Cohen (office products), Barbara Ela (microcomputers)

Agencies: McCann-Erickson, N.Y.

(Trinitron)

Vp-acct supr, Steve Hurwitz

Exec vp-dir media srvcs, Gene DeWitt

Sr vp-media plng dir, Vince Rafti

Backer & Spielvogel, N.Y.

(Betamax)

Sr vp-mgmt supr, Randolph Lindel

Vp-acct supr, Jim Riley

Exec vp-dir media srvcs, Stephen Leff

Sr vp-media dir, Jay Schoenfeld

Vp-assoc media dir, Alain Zutter

Waring & La Rosa, N.Y.

(computers)

Exec vp-acct srvcs, John McCrosky

Acct execs: Dale Haas, Helene Mechanic

Sr vp-media dir, Martin Narva

Ammirati & Puris, N.Y.

(audio products)

Sr vp-acct mgmt, Mary Herrmann

Sr vp-dir media srvcs, Arthur Molesphini, Jr.

132.

L'EGGS

Hanes Corp.
(Consolidated Foods)

	media dollars	
	1981	1982
Magazines	$ 1,954,000	$ 1,969,000
Supps	123,000	—
Newspapers	563,000	193,000
Network tv	11,624,000	18,478,000
Spot tv	334,000	542,000
Network radio	—	537,000
Spot radio	1,617,000	1,157,000
Outdoor	—	—
Total	**$16,215,000**	**$22,876,000**

Classification: hosiery (LNA A-160)
Marketing/brand management:
Vp-mktg, Walter Pilcher
Dir of adv, Paul F. Wold, Jr.
Agency: DFS, New York
Sr vp-mgmt dir, Michael Donahue
Exec vp-media dir, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Walter Tietz

133.

FEDERAL EXPRESS

Federal Express Corp.

	media dollars	
	1981	1982
Magazines	$ 1,269,000	$ 1,717,000
Supps	53,000	134,000
Newspapers	937,000	864,000
Network tv	14,616,000	11,084,000
Spot tv	1,678,000	8,834,000
Network radio	—	—
Spot radio	22,000	48,000
Outdoor	2,000	24,000
Total	**$18,577,000**	**$22,705,000**

Classification: air cargo (LNA B-612)
Marketing/brand management:
Sr vp-mktg/cust srvcs, Thomas R. Oliver
Vp-mktg, Carole A. Presley
Dir corp mktg, Jon A. Hodge
Adv mgr, Nancy Altenburg
Agency: Ally & Gargano, N.Y.
Chmn bd, Carl Ally
Sr vp-mgmt supr, Dennis Visich
Assoc media dir, Hal Zwick

134.

STOUFFER'S foods

Nestle Enterprises

	media dollars	
	1981	1982
Magazines	$ 2,514,000	$ 4,748,000
Supps	3,000	29,000
Newspapers	387,000	466,000
Network tv	7,586,000	9,860,000
Spot tv	6,017,000	7,512,000
Network radio	—	—
Spot radio	182,000	22,000
Outdoor	52,000	—
Total	**$16,741,000**	**$22,637,000**

Classification: prepared foods (LNA F-162, F-126, F-180, F-125)
Marketing/brand management:
Vp-mktg, Gerald DeCroce
Mktg mgrs: Richard Annett (Lean Cuisine), David Alexander (entrees/side dishes), Paul De Vries (new ventures), Joseph Gaeto (pizza)

Agency: Creamer, Pittsburgh
Vp and grp supr, Richard Weber
Vp-dir media, Allan Linderman

135.

MCI

MCI Communications

	media dollars	
	1981	1982
Magazines	—	$ 1,131,000
Supps	—	—
Newspapers	—	247,000
Network tv	—	—
Spot tv	$9,937,000	21,096,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$9,937,000**	**$22,474,000**

Classification: communications (LNA B-140)
Marketing/brand management:

Sr vp-sales, Carl Vorder Bruegge
Mktg/adv dir, Timothy Cronin
Adv mgr, David Patten

Agency: Ally & Gargano, N.Y.
Sr vp-mgmt supr, Jim Feeney
Sr vp-media dir, Larry Dexheimer
Assoc media dir, Gene Willhoft

136.

UNITED ARTISTS

MGM/UA Entertainment

	media dollars	
	1981	1982
Magazines	$ 513,000	$ 226,000
Supps	—	—
Newspapers	59,000	—
Network tv	8,925,000	8,752,000
Spot tv	16,734,000	13,093,000
Network radio	—	—
Spot radio	99,000	67,000
Outdoor	8,000	16,000
Total	**$26,338,000**	**$22,154,000**

Classification: movies (LNA G-310)
Marketing/brand management:

Vp-adv, David Rosenfeldt
Dir of media, Terry Steiner

Agency: Diener/Hauser/Bates, N.Y.
Vp-acct supr, Barbara Pisapia
Sr vp-media, Norman Trell

137.

BAYER aspirin

Sterling Drug

	media dollars	
	1981	1982
Magazines	$ 3,170,000	$ 1,337,000
Supps	569,000	103,000
Newspapers	225,000	157,000
Network tv	16,661,000	18,077,000
Spot tv	199,000	1,549,000
Network radio	1,910,000	820,000
Spot radio	109,000	45,000
Outdoor	7,000	8,000
Total	**$24,650,000**	**$22,096,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Vp-dir adv, James Alberts
Agency: SSC&B, New York
Exec vp, Spencer Plavoukas
Exec vp media & ntwk plng, Lawrence Lamattina
Vp-assoc media dir, Alan Jurmain
Asst media dir, Maryann Harmon

138.

SAFEWAY stores

Safeway Food

	media dollars	
	1981	1982
Magazines	$ 1,927,000	$ 1,526,000
Supps	—	—
Newspapers	(no data)	(no data)
Network tv	439,000	52,000
Spot tv	19,931,000	19,154,000
Network radio	—	—
Spot radio	1,074,000	1,236,000
Outdoor	48,000	—
Total	**$23,419,000**	**$21,968,000**

Classification: general promotion (LNA F-180)
Marketing/brand management:
Sr vp-dir mktg, John H. Prinster
Mgr, adv & prom div, Ron Giglio
Agency: Ketchum, San Francisco
(Corporate)
Sr vp-grp mgmt supr, Diane Snedaker
Vp-acct supr, Ann Fisher
Sr vp-media dir, Seth Dingley
Vp-assoc media dir, Dee Ann Campell
Advertising managers determine media expenditures for respective divisions. Each division employs agency for broadcast — 15 different agencies used throughout U.S.

139.
VICKS
Richardson-Vicks

	media dollars	
	1981	1982
Magazines	—	$ 6,000
Supps	—	—
Newspapers	$ 152,000	—
Network tv	28,004,000	16,996,000
Spot tv	4,409,000	4,893,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$32,565,000**	**$21,895,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
(Health Care Division)
Mktg dirs: Bill O'Neil (cough drops), Dane Battiato (VapoRub, cold preparations)
Media dir, Irwin Fleischer
Agencies: Benton & Bowles, N.Y.
Sr vp-acct dir, Richard Hopple
Sr vp-mgmt supr, Alan Goltz
Vp-acct suprs: Pat Doody, Bill Perkins
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Jeri Dack
Young & Rubicam, N.Y.
Sr vp-mgmt supr, Robert Gleckler
Vp-acct suprs: John Swan, Bonnie Goren
Acct execs: William Mears, Carol Campbell
Vp-media grp supr, Dave Fulton
Media supr, Patrice McAuliffe

140.
CRISCO shortening
Procter & Gamble

	media dollars	
	1981	1982
Magazines	$ 3,925,000	$ 4,623,000
Supps	—	—
Newspapers	123,000	71,000
Network tv	11,035,000	11,935,000
Spot tv	5,792,000	5,163,000
Network radio	—	—
Spot radio	10,000	58,000
Outdoor	—	—
Total	**$20,885,000**	**$21,850,000**

Classification: cooking products (LNA F-110)
Marketing/brand management:
Div mgr, B. L. Bethell
Adv mgr, J. T. Smith
Assoc ad mgr, Mitch Wienick
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin
Agency: Compton, New York
(Crisco Solid)
Mgmt supr, Gene Bartley
Acct mgr, Diane Devine
Asst acct mgr, Paul Hesser
Assoc media dir, Carol Karasick
Assoc media mgr, Barbara Borg
Media plnr, Louise Sinnott
(Crisco Oil)
Mgmt supr, Don Press
Acct mgr, Jim Keilley
Asst acct mgr, Gabrielle Shanin
Assoc media dir, Bob Pape
Assoc media mgr, Alison Cross
Media plnr, Steve Blair

141.
ACTIVISION
Activision, Inc.

	media dollars	
	1981	1982
Magazines	$ 501,000	$ 1,270,000
Supps	—	—
Newspapers	—	254,000
Network tv	670,000	11,314,000
Spot tv	693,000	8,112,000
Network radio	—	721,000
Spot radio	—	—
Outdoor	—	—
Total	**$1,864,000**	**$21,671,000**

Classification: Home electronics (LNA H-320)
Marketing/brand management:
Vp-mktg, Frank Mainero
Dir prod mgmt, Mike Piacentini
Dir prod mktg, Karen Janowski
Adv dir, Chip August
Agencies: J. Walter Thompson, San Francisco
Sr vp-acct dir, Jeff Smith
Acct suprs: Bob Harris, Dana Archer, Bob Pringle
Media supr, Debbie Outland
Tatham-Laird & Kudner, Chicago
Sr prtnr, John Wells
Acct supr, Bob Ball
Acct exec, Laurie Warshaw
Media dir, Leonard Materna
Assoc media dir, Joanne Franck
Media supr, Catherine Gerber

142.
PARAMOUNT pictures
Gulf & western

	media dollars	
	1981	1982
Magazines	$ 667,000	$ 1,030,000
Supps	114,000	664,000
Newspapers	838,000	750,000
Network tv	523,000	1,512,000
Spot tv	16,788,000	16,780,000
Network radio	—	—
Spot radio	442,000	579,000
Outdoor	189,000	243,000
Total	**$19,561,000**	**$21,558,000**

Classification: movies (LNA G-310)
Marketing/brand management:
Sr vp-worldwide-mktg, Gordon Weaver
Vp-mktg, Steve Rose
Vp-natl adv, Tom Campanella
Vp-pub/prom, Kathy Jones
Exec dir natl adv, Angel Lopez
Dir natl adv, Stanley Kirchheimer
Vp-creative adv, Shelley Hochron
Agency: Diener/Hauser/Bates, N.Y.
Vp-acct exec, Ernie Shapiro
Acct exec, Gilda Hicks
Sr vp-media, Norman Trell
Media dirs: Cheryl Lodinger (bdcst.), Stuart Jacob (print)

143.
ALLSTATE insurance
Sears, Roebuck and Co.

	media dollars	
	1981	1982
Magazines	$ 1,313,000	$ 1,783,000
Supps	12,000	—
Newspapers	303,000	252,000
Network tv	13,657,000	13,467,000
Spot tv	2,244,000	3,717,000
Network radio	—	2,000
Spot radio	3,730,000	2,270,000
Outdoor	21,000	—
Total	**$21,280,000**	**$21,491,000**

Classification: fire, casualty, life and other insurance (B-220)
Marketing/brand management:
Asst vp-mktg, John W. Flieder
Sr adv mgr, R. E. Gorman, Jr.
Mktg dir, Terre A. Tuzzolino
Agency: Leo Burnett, Chicago
Acct dir, Ron Sims
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Don Amos

144.
SHELL
Shell Oil

	media dollars	
	1981	1982
Magazines	$ 5,838,000	$ 3,636,000
Supps	5,000	—
Newspapers	1,147,000	173,000
Network tv	6,145,000	9,511,000
Spot tv	7,748,000	6,638,000
Network radio	148,000	—
Spot radio	412,000	1,388,000
Outdoor	23,000	38,000
Total	**$21,466,000**	**$21,384,000**

Classifications: general promotion (LNA T-230); pest controls (LNA T-640); gasoline, oil (LNA T-210)

Marketing/brand management:
Vp-pub affairs, P. J. Carroll
Mgr comm, John Quinn
Mgr corp adv, Joseph C. Jones
Mgr oil prod adv, John H. Haines

Agency: Ogilvy & Mather, Houston
Dir of media oper, Ron Morgan
Vp-assoc media dir, Rich Simms
Media plnrs: Grace Paris, Julia Eaves
Buying supr, C. J. Royal

145.
MILTON BRADLEY games
Milton Bradley Co.

	media dollars	
	1981	1982
Magazines	—	$ 9,000
Supps	—	—
Newspapers	$ 39,000	—
Network tv	8,366,000	7,023,000
Spot tv	13,904,000	14,289,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$22,309,000**	**$21,321,000**

Classification: games, toys (LNA G-450)

Marketing/brand management:
Sr vp-mktg, George Ditomassi, Jr.
Dir prod mgmt, James J. Walsh
Adv mgr, George Merritt

Agency: MB Communications
(house agency)
Exec vp-mktg srvc, John Payson
Vp-media srvc, Edward Radding

146.
L'OREAL
Cosmair Inc.

	media dollars	
	1981	1982
Magazines	$ 1,886,000	$ 3,063,000
Supps	—	—
Newspapers	12,000	—
Network tv	9,106,000	17,430,000
Spot tv	798,000	689,000
Network radio	—	—
Spot radio	145,000	—
Outdoor	—	—
Total	**$11,947,000**	**$21,182,000**

Classifications: cosmetics (LNA D-110); hair products (LNA D-140)
Marketing/brand management:
Sr vp-gen mgr (L'Oreal retail), Jim Nixon
Vp-cosmetics/hair products, John Wendt
Dir prod dev, Beatrice Dautresme
Agency: McCann-Erickson, N.Y.
Sr vp-mgmt rep, Fred Rhines
Media grp head, Julie Tinkwater

147.
KOOL-AID soft drink
General Foods

	media dollars	
	1981	1982
Magazines	$ 975,000	$ 1,296,000
Supps	332,000	—
Newspapers	323,000	21,000
Network tv	17,185,000	15,394,000
Spot tv	6,078,000	4,197,000
Network radio	—	—
Spot radio	58,000	3,000
Outdoor	—	—
Total	**$24,951,000**	**$20,911,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-gen mgr, Bob Sansone
Mktg mgr, J. S. Cunningham
Cat mgr, Greg Murphy
The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Boby Asano
Agency: Grey, New York
Exec vp-acct mgmt, Hunter Yager
Sr vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Jack Jadick

148.
TV GUIDE
Triangle

	media dollars	
	1981	1982
Magazines	$ 443,000	$ 40,000
Supps	—	7,000
Newspapers	677,000	1,409,000
Network tv	—	—
Spot tv	14,699,000	18,779,000
Network radio	365,000	114,000
Spot radio	18,000	553,000
Outdoor	—	—
Total	**$16,202,000**	**$20,902,000**

Classification: magazines (LNA B-420)
Marketing/brand management:
Pub, Eric Larson
Adv dir, Tom McDonough
Adv prom mgr, Arthur Brener
Con prom mgr, Fred Jervis
Agency: N W Ayer, N.Y.
Exec vp, Thomas G. Maxey
Vp-acct supr, George Malcomson
Vp-grp media dir, David Lehmkuhl
Assoc media dir, Jim Mitchell
Media supr, Steve Bogacki

149.
BMW cars and cycles
Bavarian Motor Works

	media dollars	
	1981	1982
Magazines	$ 4,869,000	$ 6,203,000
Supps	—	—
Newspapers	2,737,000	4,673,000
Network tv	—	1,838,000
Spot tv	3,700,000	6,973,000
Network radio	—	—
Spot radio	294,000	1,047,000
Outdoor	29,000	42,000
Total	**$11,629,000**	**$20,776,000**

Classifications: passenger cars (LNA T-112; cycles (LNA G-440)
Marketing/brand management:
Vp-mktg, Hans A. Bartels
Corp adv mgr, Brian Richardson
Agency: Ammirati, & Puris, N.Y.
Exec vp-mgmt supr, Ted Hazard
Sr vp-mgmt supr, Robert Burden
Acct supr, Chas Conklin
Sr vp-dir media srvcs, Arthur Molesphini, Jr.
Vp-assoc media dir, Tom De Francisco
Media supr, Paul Brooks

150.
DUNCAN HINES mixes
Procter & Gamble

	media dollars	
	1981	1982
Magazines	$ 3,742,000	$ 3,785,000
Supps	—	—
Newspapers	72,000	33,000
Network tv	14,561,000	14,350,000
Spot tv	2,273,000	2,521,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$20,648,000**	**$20,689,000**

Classification: mixes (LNA F-113)
Marketing/brand management:
Div mgr, B. L. Bethell
Adv mgr, J. T. Smith
Assoc adv mgr, Mitch Wienick
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin
Agency: Compton, N.Y.
Mgmt supr, Tom Lom
Acct mgr, Jonathan Runge
Acct asst, Jeff Pool
Assoc media dir, Nancy Fastenberg
Media mgr, Mary Ann Power
Media plnr, Emily Ross

151.
DURACELL batteries
Dart & Kraft

	media dollars	
	1981	1982
Magazines	—	—
Supps	—	—
Newspapers	—	$ 28,000
Network tv	$14,736,000	18,938,000
Spot tv	1,054,000	1,080,000
Network radio	257,000	507,000
Spot radio	46,000	—
Outdoor	—	—
Total	**$16,093,000**	**$20,553,000**

Classification: household batteries (LNA H-220)
Marketing/brand management:
Vp-mktg, W. F. Saint
Prod grp mgr, Kevin Kelly
Prod mgr, Mark Lucas
Agency: DFS, New York
Exec vp-mgmt supr, Jean Plumez
Sr vp-mgmt supr, Thomas Burke
Acct supr, Phil Juliano
Exec vp-media dir, Allen Banks
Vp-sr assoc media dir, Richard Weigand
Assoc media dir, Estrea Dworkin

152.
LUVS diapers
Procter & Gamble

	media dollars	
	1981	1982
Magazines	$ 1,508,000	$ 1,704,000
Supps	—	—
Newspapers	140,000	270,000
Network tv	13,135,000	14,175,000
Spot tv	3,194,000	4,348,000
Network radio	—	—
Spot radio	5,000	—
Outdoor	—	—
Total	**$17,982,000**	**$20,497,000**

Classification: underwear (LNA A-121)
Marketing/brand management:
Vp, J. M. Edwards
Adv mgr, W. J. Wallace
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Agency: DFS, New York
Sr vp-mgmt dir, Jean Plumez
Sr vp-mgmt supr, Richard Pounder
Vp-acct supr, Douglas Harting
Exec vp-media dir, Allen Banks

153.
CHEERIOS cereal
General Mills

	media dollars	
	1981	1982
Magazines	$ 19,000	$ 479,000
Supps	—	—
Newspapers	—	78,000
Network tv	7,569,000	12,018,000
Spot tv	7,017,000	7,846,000
Network radio	—	—
Spot radio	—	—
Outdoor	9,000	—
Total	**$14,614,000**	**$20,421,000**

Classification: cereals (LNA F-122)
Marketing/brand management:
Prod mgr, Chris Lowe
Agency: DFS, New York
Exec vp-mgmt supr, E. F. Bonn
Acct exec, Michael Burns
Exec vp-media dir, Allen Banks
Vp-sr assoc media dir, Jack Irving
Assoc media dir, Ruthanne Greenberg

154.
TASTER'S CHOICE
Nestle Enterprises

	media dollars	
	1981	1982
Magazines	$ 950,000	$ 34,000
Supps	18,000	—
Newspapers	563,000	1,113,000
Network tv	11,919,000	17,575,000
Spot tv	3,733,000	1,670,000
Network radio	—	—
Spot radio	84,000	—
Outdoor	—	—
Total	**$17,267,000**	**$20,392,000**

Classification: coffee (LNA F-171)
Marketing/brand management:
Dir adv, Madi Ferencz
Prod mgr, J. R. Hall
Adv mgr (media), Robert Bishopp
Agency: Leo Burnett, Chicago
Sr vp-client srvc dir, Bill Smith
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Dick Hobbs
Media suprs: Nancy Fochtman, Sue Lockhart, Carl Spaulding

155.
PARKER BROS. games
General Mills

	media dollars	
	1981	1982
Magazines	$ 76,000	$ 797,000
Supps	—	—
Newspapers	—	80,000
Network tv	8,329,000	7,341,000
Spot tv	4,787,000	11,729,000
Network radio	—	436,000
Spot radio	116,000	—
Outdoor	—	—
Total	**$13,308,000**	**$20,383,000**

Classifications: games (LNA G-450); home electronics (LNA H-320)
Marketing/brand management:
Vp-mktg, Richard Dalessio
Agency: Humphrey Browning MacDougall, Boston
Vp-assoc media dir, Rosemary Rohmer

Media buyers: Ronald LeFrancois, Ruthann Perry, Mona Yarnell, Karen Besser

156.
VISA
VISA USA, Inc.

	media dollars 1981	media dollars 1982
Magazines	$ 2,619,000	$ 4,846,000
Supps	—	—
Newspapers	—	—
Network tv	8,714,000	14,530,000
Spot tv	188,000	282,000
Network radio	1,512,000	607,000
Spot radio	—	—
Outdoor	5,000	53,000
Total	**$13,038,000**	**$20,318,000**

Classification: credit cards (LNA B-155)

Marketing/brand management:
Vp-mktg, Philip Haymen
Media admin, David Roberts

Agency: Visa Communications
(house agency)

157.
WHIRLPOOL appliances
Whirlpool Corp.

	media dollars 1981	media dollars 1982
Magazines	$ 3,776,000	$ 4,477,000
Supps	166,000	—
Newspapers	1,568,000	1,408,000
Network tv	8,427,000	13,539,000
Spot tv	1,358,000	855,000
Network radio	41,000	—
Spot radio	—	—
Outdoor	1,000	7,000
Total	**$15,337,000**	**$20,286,000**

Classification: major appliances (LNA H-210)

Marketing/brand management:
Dir-mktg comm, David Allen
Natl adv mgr, Jim Clever

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, MI
Pres, James T. Doyle
Exec vp-mgmt supr, Richard P. Monley
Vp-acct supr, Ken Brandt
Vp-dir mktg & res, Charles Stannard
Sr vp-media dir, Robert Spaulding
Vp-assoc media dir, Ed Coosia

The Netedu Co., Benton Harbor, MI
Pres, Charles F. Worthington
Acct execs: John Hoffman, Carl Coon, Bill Sherrington, Rich Stone, Mike Kosinski

158.
LONG JOHN SILVER restaurants
Jerrico, Inc.

	media dollars 1981	media dollars 1982
Magazines	—	—
Supps	—	—
Newspapers	—	—
Network tv	—	—
Spot tv	$20,162,000	$20,159,000
Network radio	—	—
Spot radio	—	2,000
Outdoor	4,000	28,000
Total	**$20,166,000**	**$20,189,000**

Classification: restaurants (LNA G-330)

Marketing/brand management:
Sr vp-mktg, Walter Stumpe

Agency: Abbott Advtg.
(house agency)
Pres, Walter W. Stumpe
Vp-media srvcs/admin, Jean Babington
Vp-acct supr, Bill Meehan
Media dirs: Larry Brewer, Cheri Gardiner

159.
SCHLITZ beer
Stroh Brewery

	media dollars 1981	media dollars 1982
Magazines	$ 6[illegible],000	$ 244,000
Supps	—	—
Newspapers	178,000	162,000
Network tv	16,361,000	3,067,000
Spot tv	4,429,000	6,624,000
Network radio	64,000	20,000
Spot radio	7,057,000	9,234,000
Outdoor	628,000	736,000
Total	**$29,402,000**	**$20,087,000**

Classification: beer (LNA F-310)

Marketing/brand management:
Grp vp-mktg, John H. Bissell
Vp-prod mgmt, Hunter Hastings
Dir mktg srvcs, John Hellweg
Dir of media srvcs, Robert E. Payne
Brand dir, Mike Jaeger

Agencies: MCA Advertising, N.Y.
(Schlitz & Schlitz Light)
Exec vp-acct mgmt, George Hoefer
Vp-acct mgmt, Chuck Curry
Sr vp-media dir, Dawn Sibley
Assoc media [illegible], Alex Chik

Benton & Bowles, N.Y.
(Schlitz Malt Liquor)
Sr vp-mgmt supr, Barry Webster
Vp-acct supr, Mark Hintsa
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Frank Massar
Asst media dir, Ron Campbell

160.
PAMPERS diapers
Procter & Gamble

	media dollars 1981	media dollars 1982
Magazines	$ 1,380,000	$ 1,387,000
Supps	—	44,000
Newspapers	66,000	137,000
Network tv	16,071,000	14,738,000
Spot tv	2,314,000	3,755,000
Network radio	—	—
Spot radio	3,000	—
Outdoor	—	—
Total	**$19,834,000**	**$20,061,000**

Classification: underwear (LNA A-121)

Marketing/brand management:
Vp, J. M. Edwards
Adv mgr, W. J. Wallace

The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin

Agency: Benton & Bowles, N.Y.
Sr vp-acct dir, Tom Carey
Sr vp-mgmt supr, John Spencer
Acct supr, Diane Jones
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Steve Farella

161.
TAB soft drinks
Coca-Cola Co.

	media dollars 1981	media dollars 1982
Magazines	$ 754,000	$ 1,255,000
Supps	—	—
Newspapers	20,000	39,000
Network tv	7,443,000	10,152,000
Spot tv	8,054,000	7,891,000
Network radio	—	—
Spot radio	311,000	331,000
Outdoor	109,000	98,000
Total	**$16,691,000**	**$19,766,000**

Classification: soft drinks (LNA F-220)

Marketing/brand management:
Vp-mktg oper, Allen A. McCusker
Corp media dir-worldwide, William H. Lynn
Dir of media, Coca-Cola U.S.A., Charlotte Weissenberger
Brand mgr, Patrick Meyer

Agencies: McCann-Erickson, N.Y./Atlanta
Exec vp-mgmt rep, Ron Sugarman (Atlanta)
Vp mgmt supr, C. Patrick Garner
Acct exec, Jay Heisler
Exec vp-dir media srvcs, Gene DeWitt
Sr vp-media plng dir, Ira Carlin
Media grp head, Kevin Mannion
Castor Spanish Intl, N.Y.
(Spanish markets — corporate/product)
Pres, Castor Fernandez
Exec vp-acct supr, Arturo Andrade
Media dir, Jack Aquirre

162.

MERCEDES-BENZ autos/trucks

Daimler-Benz

	media dollars	
	1981	1982
Magazines	$ 3,563,000	$ 5,456,000
Supps	7,000	—
Newspapers	2,149,000	3,784,000
Network tv	6,021,000	8,544,000
Spot tv	1,210,000	1,464,000
Network radio	—	—
Spot radio	60,000	447,000
Outdoor	31,000	23,000
Total	**$13,041,000**	**$19,718,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Gen mgr-mktg comm dept, Robert Owens
Natl adv coor, Donna Luke
Agency: McCaffrey & McCall, N.Y.
Sr vp-acct mgmt supr, Bill Vieser
Sr vp-media dir, Harris Lefkon

163.

DE BEERS diamonds

De Beers Con. Mines

	media dollars	
	1981	1982
Magazines	$11,270,000	$ 9,676,000
Supps	73,000	45,000
Newspapers	—	—
Network tv	3,866,000	8,402,000
Spot tv	27,000	1,501,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$15,236,000**	**$19,624,000**

Classification: jewelry (LNA G-211)
Agency: N W Ayer, N.Y.
Sr vp-exec acct dir, Ruth Salvouris
Sr vp-mgmt supr, Harkness Cram
Vp-grp media dir, David Lehmkuhl

164.

AIM toothpaste

Lever Bros.

	media dollars	
	1981	1982
Magazines	$ 572,000	$ 1,491,000
Supps	96,000	203,000
Newspapers	65,000	263,000
Network tv	15,500,000	14,836,000
Spot tv	2,971,000	2,453,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$19,204,000**	**$19,246,000**

Classifications: toothpaste (LNA D-121)
Marketing/brand management:
Mktg dir, Fritz Hoefer
Media dir, Richard Butler
Ogilvy & Mather, N.Y.
Sr vp-grp dir, Cliff Angers
Sr vp-mgmt supr, Jack Reed
Acct supr, Kathleen Foley
Sr vp-assoc media dir, Wilma Epstein
Asst media dir, Barbara Kupersmith

165.

LEVI'S clothing

Levi Strauss

	media dollars	
	1981	1982
Magazines	$ 2,091,000	$ 3,341,000
Supps	234,000	133,000
Newspapers	967,000	603,000
Network tv	10,437,000	5,158,000
Spot tv	5,245,000	6,947,000
Network radio	1,381,000	839,000
Spot radio	2,228,000	1,666,000
Outdoor	15,000	504,000
Total	**$22,598,000**	**$19,191,000**

Classification: sportswear (LNA A-115)
Marketing/brand management:
Marketing Council: Jack Detlefs, Robert Grohman, Robert Haas, David Kaled, Peter Thigpen, Jim McDermott, John Ankeny, Tom Tusher
Dir con mktg, John Ankeny
Adv mgr (women's wear), Nancy McCready
Dirs consumer mktg: Stephen Goldstein (menswear), Linda Aletto (youthwear), JoAnn Flaih (jeanswear), John Ankeny (LS USA)
Agencies: FCB/Honig, San Francisco
Sr vp-grp mgmt supr, Denny Wilkinson
Vp-mgmt supr, Barbara Pauly
Vp-mgmt supr, David Schaefer
Sr vp-media dir, Bill Kuffel
Vp-assoc media dir, Art Neumann
Media supr, Linda Sommers
Media plnrs: Marcia Andresen, Wes Mitchell
Asst media plnrs: Susan Garber, Greg Williams
McCann-Erickson, San Francisco
Sr vp-mgmt supr, Stuart Davis
Sr vp-media dir, Donald O. Gabbert
Assoc media dir, Susan Zanotti
Ketchum, San Francisco
Sr vp-media dir, Seth Dingley
Vp-assoc media dir, Dee Ann Campbell
Sr vp-grp mgmt supr, Diane Snedaker

166.

AMERICAN cars

American Motors

	media dollars	
	1981	1982
Magazines	$ 5,699,000	$ 4,148,000
Supps	—	—
Newspapers	3,472,000	2,313,000
Network tv	5,233,000	5,586,000
Spot tv	14,921,000	6,864,000
Network radio	—	—
Spot radio	236,000	147,000
Outdoor	27,000	80,000
Total	**$29,588,000**	**$19,138,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-mktg grp, Joseph E. Cappy
Gen mgr mktg, David J. Van Peursem
Dir 4WD mktg, Robert F. Donovan
Dir 2WD mktg, Howard I. Mosher
Mgr 4WD adv, James Jandasek
Mgr mkt dev, Eugene L. Richmond
Mgr media & bdgt ctrl, Raymond D. Dreyfus
Agencies: Grey, New York
Exec vp-acct mgmt, Louis G. Maloof
Sr vp-gen mgr, Bruce McRitchie
Sr vp-dir media & prog, Alec Gerster
Compton, Detroit
(four-wheel drive products)
Exec vp-mgmt dir, Richard Rasor
Sr vp-mgmt supr, Bill Williams
Sr vp-media dir, Stephen R. Fajen (N.Y.)
Media dir, Mike Wang
Assoc media mgr, Tom Johnson

Four-year trend totals start on page 56.

167.
AVIS
Norton Simon Inc.

	media dollars	
	1981	1982
Magazines	$ 322,000	$ 1,991,000
Supps	—	—
Newspapers	3,609,000	2,245,000
Network tv	4,194,000	9,804,000
Spot tv	2,413,000	2,483,000
Network radio	584,000	478,000
Spot radio	2,386,000	1,979,000
Outdoor	35,000	31,000
Total	**$13,543,000**	**$19,011,000**

Classifications: car rental (LNA T-414); car dealers (LNA T-113)
Marketing/brand management:
Sr vp-mktg, John B. Carles
Vps-mktg: Todd Middleton (U.S. Rent A Car div.), Larry Mazur (car leasing div.)
Agency: McCaffrey & McCall, N.Y.
Sr vp-acct mgmt, Samuel P. Fertig
Sr vp-media dir, Harris Lefkon

168.
TRUE cigarettes
Lorillard Div., Loews

	media dollars	
	1981	1982
Magazines	$ 5,267,000	$ 7,431,000
Supps	807,000	571,000
Newspapers	5,409,000	7,655,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,299,000	3,179,000
Total	**$15,782,000**	**$18,836,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-adv & brand mgmt, T. H. Mau
Grp brand dir, M. H. Burke
Brand mgr, A. Pasheluk
Media dir, Bill Sands
Agency: DFS, New York
Exec vp-mgmt dir, Thomas Bohan
Sr vp-mgmt supr, Donald Bigda
Acct supr, Virginia Reilly
Exec vp-media dir, Allen Banks
Sr vp-sr assoc media dir, Louis Capozzoli
Vp-assoc media dir, Nora Lapham

169.
TEXAS INSTRUMENTS
Texas Instruments

	media dollars	
	1981	1982
Magazines	$ 804,000	$ 2,197,000
Supps	—	—
Newspapers	1,094,000	3,260,000
Network tv	2,458,000	—
Spot tv	6,406,000	13,283,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	5,000
Total	**$10,762,000**	**$18,745,000**

Classifications: computers, office machines (LNA B-310); games (LNA G-450)
Marketing/brand management:
Exec vp-mktg, Stewart Carrell
Agency: McCann-Erickson, Houston
Vp-acct dirs: Cormac Ryan (home computers), Lanny Houillon (DSG)
Vp-media dept, Jim Shelby
Asst media plnrs: Jan Manicom (consumer prods), Pat Dorner (pocket calculators), Julie Vincze (home computers), Wendy Kaufman (DSG)

170.
BRIM coffee
General Foods

	media dollars	
	1981	1982
Magazines	$ 161,000	$ 384,000
Supps	257,000	228,000
Newspapers	379,000	97,000
Network tv	9,768,000	13,733,000
Spot tv	4,540,000	4,071,000
Network radio	—	—
Spot radio	151,000	225,000
Outdoor	—	—
Total	**$15,256,000**	**$18,738,000**

Classification: coffee (LNA F-171)
Marketing/brand management:
~~Vp-gen mgr, Steve Morris~~
Cat mgr, Charles Phillips
The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Bobby Asano
Agency: Benton & Bowles, N.Y.
Sr vp-mgmt supr, Barry Webster
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Brian Hughes

171.
PHILLIPS gas & oil
Phillips Petroleum Co.

	media dollars	
	1981	1982
Magazines	$ 2,677,000	$ 1,761,000
Supps	—	—
Newspapers	—	—
Network tv	8,780,000	9,731,000
Spot tv	2,096,000	986,000
Network radio	5,155,000	4,679,000
Spot radio	1,875,000	1,560,000
Outdoor	8,000	14,000
Total	**$20,591,000**	**$18,731,000**

Classification: gasoline, oil (LNA T-210)
Marketing/brand management:
Media dir, Jim Daniels
Adv mgr, D. J. Pasek
Agency: Tracy-Locke/BBDO, Dallas
Sr vp-mgmt supr, Tom Morris
Acct supr, Ed Westbury
Vp-media dir, Claude Caylor
Assoc media dir, Jouette Travis
Media supr, Mary Bresnahan
Dir ntwk tv, Judy Miller

172.
TOPOL tooth polish
Jeffrey Martin Co.

	media dollars	
	1981	1982
Magazines	$ 44,000	—
Supps	—	—
Newspapers	49,000	—
Network tv	6,964,000	$ 4,553,000
Spot tv	4,068,000	3,361,000
Network radio	3,406,000	10,620,000
Spot radio	—	—
Outdoor	—	—
Total	**$14,531,000**	**$18,534,000**

Classification: dental supplies (LNA D-121)
Marketing/brand management:
Pres, Martin Himmel
Vp-mktg & adv, Robert Varian
Mktg dir, Patrick Dwyer
Agencies: Dunnan & Jeffrey, Union, N.J.
(house agency)
Media dir, Richard Feldman
Mingo-Jones, N.Y.
(ethnic markets-creative)
Acct supr, Tillman DeGraphenreed

173.
ALKA-SELTZER
(Miles Labs) A. G. Bayer

	media dollars 1981	media dollars 1982
Magazines	$ 2,410,000	$ 2,264,000
Supps	—	—
Newspapers	—	—
Network tv	15,416,000	13,066,000
Spot tv	2,858,000	3,145,000
Network radio	445,000	—
Spot radio	51,000	—
Outdoor	—	—
Total	**$21,180,000**	**$18,475,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Vp-mktg-U.S., Stephen M. Reim
Vp-mktg srvcs, Mitchell Streicker
Agency: Wells, Rich, Greene, N.Y.
Sr vp-media dir, Robert Geis
Vp-plng srvcs dir, Steven Ziglar
Vp-media grp head, Joan Shelt
Assoc media grp head, Doug Spak
Sr vp-acct grp head, Walter Holden

174.
FLORIDA CITRUS
State of Florida

	media dollars 1981	media dollars 1982
Magazines	$ 834,000	$ 358,000
Supps	—	—
Newspapers	445,000	740,000
Network tv	13,759,000	17,081,000
Spot tv	2,312,000	115,000
Network radio	—	—
Spot radio	6,000	181,000
Outdoor	—	—
Total	**$17,356,000**	**$18,475,000**

Classification: citrus products (LNA F-172-9)
Marketing/brand management:
Mktg dir, Douglas Hoffer
Adv/prom dirs: Harry R. Rixman, Jr. (grapefruit), William P. Gordon (oranges)
Mkt res, George de Jager
Agency: DFS, New York
Sr vp-mgmt supr, Robert K. Egan
Vp-acct suprs: Jack Mascola (grapefruit), Donn Dolan (oranges)
Exec vp-media dir, Allen Banks
Vp-sr assoc media dir, Richard Weigand
Assoc media dir, Gay Kassan

175.
GLAD bags
Union Carbide

	media dollars 1981	media dollars 1982
Magazines	—	—
Supps	—	—
Newspapers	$ 104,000	$ 503,000
Network tv	14,908,000	15,854,000
Spot tv	863,000	1,796,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$15,875,000**	**$18,153,000**

Classification: household accessories (LNA H-130)
Marketing/brand management:
Dir adv, Warren J. McDermott
Mgr home prods, Joseph Panicello
Agency: Leo Burnett, Chicago
Acct dir, Bill Haljun
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Lincoln Bomba

176.
BIRDS EYE foods
General Foods

	media dollars 1981	media dollars 1982
Magazines	$ 5,123,000	$ 21,000
Supps	5,000	—
Newspapers	431,000	417,000
Network tv	16,982,000	12,345,000
Spot tv	5,692,000	5,062,000
Network radio	—	—
Spot radio	4,000	—
Outdoor	—	—
Total	**$38,237,000**	**$17,845,000**

Classifications: vegetables (LNA F-143); cooking products (LNA F-110); prepared foods (LNA F-120)
Marketing/brand management:
Gen mgr, Ed Fencl
mktg mgr, Neill Kelly
The media group includes:
Dir media srvcs, David K. Braun
Assoc media dir, P. E. Kane
Mgr media, Robert Gillespie
Media coor, L. F. Meyer
Grp mgr-natl plng, D. J. Miceli
Asst mgrs-plng: Brenda Jansen (network), Gary Gruneberg (print)
Mgr media res, James Spaeth
Media asst, Bobby Asano
Agencies: Young & Rubicam, N.Y.
Exec vp-grp dir, Lawrence Shapiro
Vp-mgmt supr, Linda Patston
Vp-acct supr, Richard Bodge
Acct execs: Dennis McGarry, Roger Chiocchi
Asst acct exec, Miriam Kogan
Sr vp-media grp supr, George Sharpe
Media supr, Anne Phillips

177.
NATURAL LIGHT beer
Anheuser-Busch

	media dollars 1981	media dollars 1982
Magazines	$ 928,000	$ 2,718,000
Supps	—	—
Newspapers	78,000	—
Network tv	14,900,000	10,389,000
Spot tv	2,525,000	3,425,000
Network radio	20,000	28,000
Spot radio	1,557,000	1,174,000
Outdoor	10,000	59,000
Total	**$20,018,000**	**$17,793,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Vp-mktg, Michael J. Roarty
Vp-brand mgmt, Jack MacDonough
Vp-corp media, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Grp mktg mgr, David L. Morris
Sr prod mgr, Joe Corcoran
Brand prom mgr, Joe Paris
Agency: D'Arcy-MacManus & Masius, St. Louis
Sr vp-mgmt supr/A-B Worldwide, Percy Orthwein
Sr vp-mgmt supr/A-B Beer Brands, Tim Arnold
Acct supr, Beverly Berner
Acct exec, Mike McNeal
Sr vp-dir media srvcs, Frank Kopec
Vp-grp media dir, Steve Phelps
Assoc media dir, Gary Titterington

178.
HOLIDAY INNS
Holiday Inns, Inc.

	media dollars 1981	media dollars 1982
Magazines	$ 3,649,000	$ 4,225,000
Supps	—	474,000
Newspapers	—	—
Network tv	10,509,000	8,401,000
Spot tv	791,000	1,221,000
Network radio	—	1,304,000
Spot radio	65,000	104,000
Outdoor	1,689,000	2,029,000
Total	**$16,703,000**	**$17,758,000**

Classification: hotels (LNA T-431)
Marketing/brand management:
Sr vp-mktg, Christopher C. Browne
Vp-systems mktg, Doug Bell

Dir, systems adv, Dennis De Lareo
Agency: Kenyon & Eckhardt, N.Y.
Sr vp-mgmt supr, Mary Lou Pritchett
Vp-acct supr, David McConnaughey
Vp-assoc media dir, Rick Smith

179.

HALLMARK cards

Hallmark Cards

	media dollars	
	1981	1982
Magazines	$ 830,000	$ 9,000
Supps	—	—
Newspapers	—	128,000
Network tv	13,627,000	16,971,000
Spot tv	84,000	412,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$14,541,000**	**$17,520,000**

Classification: greeting cards (LNA B-321)
Marketing/brand management:
Dir adv & sales prom, Brad R. Moore
Agency: Young & Rubicam, N.Y.
Sr vp-mgmt supr, Eugene O'Sullivan
Vp-acct supr, Gerard Dufour
Acct exec, Jayne Gurland
Vp-media grp supr, Joseph Mannix
Media supr, Betsy Davis

180.

PREPARATION H

American Home Products

	media dollars	
	1981	1982
Magazines	$ 914,000	$ 604,000
Supps	195,000	82,000
Newspapers	408,000	177,000
Network tv	10,277,000	14,706,000
Spot tv	1,104,000	1,078,000
Network radio	2,134,000	542,000
Spot radio	328,000	63,000
Total	**$15,360,000**	**$17,252,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Adv dir, Steve Kubinski
Grp mgr, Peter Mayer
Sr prod mgr, Harding Dies
Agency: Kornhauser & Calene, N.Y.
Sr vp-mgmt supr, Rick Kornhauser
Vp-media mgr, Gary Faver

181.

DIAL soap and deodorant

Greyhound Corp.

	media dollars	
	1981	1982
Magazines	$ 2,094,000	$ 142,000
Supps	—	—
Newspapers	—	—
Network tv	19,843,000	16,363,000
Spot tv	529,000	7,000
Network radio	94,000	707,000
Spot radio	—	—
Outdoor	100,000	—
Total	**$22,660,000**	**$17,219,000**

Classifications: soaps (LNA D-122), deodorants (LNA D-124)
Marketing/brand management:
Sr vp-prod mktg, Richard Garabedian
Grp mktg dir, Paul Lustig
Dir adv, Allan Marcy
Prod grp mgr, Mark Shook
Asst prod grp mgr, Paul Heising
Agency: NH&S , Chicago
Sr vp-dir media resources, David Drake
Vp-dir media oper, William F. Heimann
Vp-assoc media dir, Glenn Erdell
Media supr, Marilyn Kelly
Media plnr, David Handleman
Print plnr, Janice Bailey
Local bdcst buyer, Susan Ensminger
Vp-ntwk dir, Howard M. Sirinsky
Ntwk supr, Ira Berger
Ntwk plnr, Terri Soluri
Vp-mgmt rep, Gene Yovetich
Acct supr, Ray Gillette
Acct exec, Mary Moudry

182.

TIDE detergent

Procter & Gamble

	media dollars	
	1981	1982
Magazines	$ 731,000	$1,039,000
Supps	—	—
Newspapers	59,000	20,000
Network tv	13,245,000	10,841,000
Spot tv	4,591,000	6,201,000
Network radio	—	—
Spot radio	87,000	42,000
Outdoor	—	—
Total	**$18,713,000**	**$17,207,000**

Classification: detergents (LNA H-410)
Marketing/brand management:
Div mgr, S. P. Donovan
Adv mgr, E. A. Glover
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assets: Barb Weinstein, Leslie Paladin
Agency: Compton, N.Y.
Mgmt supr, Don Press
Asst mgr, Austin McNamara
Asst acct mgrs: Barbara Kantrowitz, Andy Craven
Assoc media dir, Nancy Fastenberg
Media mgr, Mary Ann Power
Assoc media mgr, Ken Sacharin
Media plnr, Cheryl Leslie

183.

CHEF BOY-AR-DEE foods

American Home Products

	media dollars	
	1981	1982
Magazines	$ 369,000	$ 2,485,000
Supps	143,000	162,000
Newspapers	554,000	622,000
Network tv	10,691,000	10,905,000
Spot tv	3,281,000	2,828,000
Network radio	621,000	—
Spot radio	104,000	87,000
Outdoor	—	—
Total	**$15,763,000**	**$17,089,000**

Classification: prepared foods (LNA F-120)
Marketing/brand management:
Vp-mktg dir, Ted Host
Vp-prod mgmt, J. Palminteri
Adv dir, J. Newberger
Prod mgrs: J. Hittson, A. Soricelli, M. Karahan, P. Perez
Agencies: Young Rubicam, N.Y.
Sr vp-mgmt supr, Jerry Shereshewsky
Vp-acct supr, Elsa Schafer
Acct execs: Maria Geraci, Russell Nype, Judy Reiss
Vp-media grp supr, Mark Arnold
Media supr, Elsa Saldana
Kornhauser & Calene, N.Y.
(soup de pasta)
Vp-acct supr, Steve Kornhauser
Sr vp-dir media plng, Stan Weinstein

184.

DR PEPPER soft drink

Dr Pepper

	media dollars 1981	1982
Magazines	$ 1,099,000	$ 960,000
Supps	—	—
Newspapers	732,000	351,000
Network tv	9,833,000	6,727,000
Spot tv	3,090,000	6,571,000
Network radio	—	—
Spot radio	1,502,000	2,255,000
Outdoor	122,000	202,000
Total	**$16,378,000**	**$17,066,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-con mktg, William L. Schermerhorn
Dir brand mgmt, D. G. Valentine
Agencies: Young & Rubicam, N.Y.
Exec vp-grp dir, William Thompson
Sr vp-mgmt supr, Ed Comiskey
Vp-acct supr, Bob Hamlin
Acct execs: Ben Machtiger, James Bogie (sugar free)
Vp-media grp supr, Ira Tumpowsky
Media supr, Bill Colihan
Eagle Advertising
(house agency)
Media dir, John Smith

185.

FRESH START detergent

Colgate-Palmolive

	media dollars 1981	1982
Magazines	$ 1,510,000	$ 1,246,000
Supps	—	417,000
Newspapers	203,000	253,000
Network tv	8,237,000	10,583,000
Spot tv	4,649,000	4,497,000
Network radio	—	—
Spot radio	—	61,000
Outdoor	42,000	—
Total	**$14,641,000**	**$17,057,000**

Classification: heavy-duty detergent (LNA H-413)
Marketing/brand management:
Vp-gen mgr, A. C. Shepard
Dir of mktg, D. L. Enfield
Detergent cat mgr, J. P. Benfield
Dir of media, Harry D. Way
Media plnrs: G. H. Hull, S. I. Freilich
Agency: Kenyon & Eckhardt, N.Y.
Mgmt supr, Mol Bybee
Acct supr, Dennis Zolnierzak
Acct exec, Mike Dabnowski
Media supr, Madeline Blount

186.

HANES products

Hanes Corp.
Consolidated Foods

	media dollars 1981	1982
Magazines	$ 1,954,000	$ 2,369,000
Supps	123,000	23,000
Newspapers	284,000	31,000
Network tv	11,624,000	14,174,000
Spot tv	344,000	365,000
Network radio	—	—
Spot radio	—	52,000
Outdoor	3,000	31,000
Total	**$14,332,000**	**$17,045,000**

Classifications: hosiery (LNA A-160); underwear (LNA A-120)
Marketing/brand management:
Vp-mktg, Robert E. Simms
Prod mgr, Christine A. Findlaw
Agencies: DFS, New York
Sr vp-mgmt supr, Len DeLuca
Vp-acct supr, Ronald Franz
Acct exec, Harley Griffiths
Exec vp-media dir, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Assoc media dir, Rich O'Gorman
Mingo-Jones, New York
(ethnic markets)
Acct supr, Roland Chandler
Media mgr, Betty Robinson

187.

WALT DISNEY

Walt Disney Productions

	media dollars 1981	1982
Magazines	$ 713,000	$ 4,785,000
Supps	—	202,000
Newspapers	327,000	388,000
Network tv	11,067,000	4,562,000
Spot tv	4,243,000	5,256,000
Network radio	—	40,000
Spot radio	762,000	1,804,000
Outdoor	11,000	—
Total	**$17,168,000**	**$17,037,000**

Classifications: movies (LNA G-310), amusements (LNA G-320)
Marketing/brand management:
Vp-mkt plng (movies & tv), Bob King
Dir of adv, Cathy Skow
Agency: Vista Advtg., Anaheim, CA
(house agency)

188.

BOUNCE softener

Procter & Gamble

	media dollars 1981	1982
Magazines	$ 1,666,000	$ 1,289,000
Supps	—	—
Newspapers	10,000	55,000
Network tv	8,635,000	12,258,000
Spot tv	2,557,000	3,347,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$12,868,000**	**$16,949,000**

Classification: laundry preparations (LNA H-420)
Marketing/brand management:
Div mgr, S. P. Donovan
Adv mgr, E. A. Glover
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin
Agency: Benton & Bowles, N.Y.
Sr vp-mgmt supr, Pete Greene
Vp-assoc media dir, Steve Farella

189.

ZENITH

Zenith Radio

	media dollars 1981	1982
Magazines	$ 3,296,000	$ 3,012,000
Supps	—	—
Newspapers	1,910,000	1,813,000
Network tv	10,673,000	8,373,000
Spot tv	3,901,000	3,689,000
Network radio	—	—
Spot radio	—	—
Outdoor	8,000	40,000
Total	**$19,785,000**	**$16,927,000**

Classification: radios, tv sets (LNA H-310)
Marketing/brand management:
Vp-mktg, John L. McCallister
Dir adv/sales prom, Joseph J. Ptacin
Agency: FCB/Chicago
Mgmt supr, John Giroux
Sr vp-media dir, Greg Blaine
Grp media dir, Bruce Smith
Media supr, Laura Dolan

190.
DOWNY softener
Procter & Gamble

	media dollars	
	1981	1982
Magazines	—	$ 119,000
Supps	$ 46,000	—
Newspapers	23,000	—
Network tv	11,681,000	13,262,000
Spot tv	2,342,000	3,341,00
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$16,092,000**	**$16,722,000**

Classification: laundry preparations (LNA H-420)
Marketing/brand management:
Div mgr, S. P. Donovan
Adv mgr, E. A. Glover
The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin
Agency: Grey, New York
Exec vp-acct mgmt, Hunter Yager
Sr vp-acct mgmt, Neil Kreisberg
Vp-assoc media dir, Lenore Hauptman
Asst media dir, Larry Orell

191.
JOHNSON'S products
S. C. Johnson

	media dollars	
	1981	1982
Magazines	$ 4,515,000	$ 2,961,000
Supps	267,000	171,000
Newspapers	—	—
Network tv	11,048,000	11,588,000
Spot tv	2,200,000	1,950,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$18,030,000**	**$16,670,000**

Classifications: cleaners (LNA H-430); laundry preparations (LNA H-420); deodorizers (LNA H-243)
Marketing/brand management:
Vp-mktg, L. R. Newman
Dir adv srvcs, August Priemer
Gen mgr, B. P. Harris (personal care)
Grp prod mgrs: J. D. Culea (floor, rug, laundry care), B. M. Pritchard (air fresheners, furniture and other surface care)
Agencies: FCB/Chicago
Grp mgmt supr, Carl Behr
Mgmt acct supr, Daniel Fox
Sr vp-media dir, Greg Blaine
Grp media dir, Ralph Katz
Media suprs: Rita Brumlik, Katie Donoval
JWT, Chicago
Mgmt suprs: Paula Kahn, Matt Kurz
Sr vp-media dir, Robert H. Irvine
Sr vp-dir media resources, Ron Kaatz
Vp-grp acct media dir, Shari Wall
Vp-acct media dir, Alison Thomas

192.
STAYFREE pads
Johnson & Johnson

	media dollars	
	1981	1982
Magazines	$ 3,592,000	$ 4,484,000
Supps	117,000	—
Newspapers	574,000	11,000
Network tv	12,831,000	11,104,000
Spot tv	99,000	80,000
Network radio	712,000	580,000
Spot radio	325,000	261,000
Total	**$18,250,000**	**$16,520,000**

Classification: feminine hygiene products (LNA D-123)
Marketing/brand management:
Vp-mktg, J. B. Ziegler
Dir prod mgmt, E. F. Chase
Grp prod dir, T. K. McCarter
Prod dir, W. A. Slivka
Agency: Young & Rubicam, N.Y.
Exec vp-grp div, William Thompson
Vp-mgmt supr, Anne Zopfi
Vp-acct supr, Frank Vuono
Acct execs: John Leonard, Susan Rabb, Mark Greene
Vp-media grp supr, Mark Arnold
Media supr, Elsa Saldona

193.
TEXACO gasoline
Texaco

	media dollars	
	1981	1982
Magazines	$ 3,383,000	$ 1,875,000
Supps	—	—
Newspapers	2,667,000	1,619,000
Network tv	12,016,000	7,558,000
Spot tv	3,740,000	3,245,000
Network radio	—	—
Spot radio	2,217,000	2,118,000
Outdoor	72,000	72,000
Total	**$24,095,000**	**$16,487,000**

Classifications: general promotion (LNA T-230); gasoline, oil (LNA T-210) (LNA T-230)
Marketing/brand management:
Gen mgr-adv & prom worldwide, John H. Childs
Mgr corp adv, M. Keenan
Mgr mktg & adv, Walter Molony
Asst adv mgr, Roger Strecker
Agency: Benton & Bowles, N.Y.
Sr vp-acct dir, Joseph Hannan
Vp-mgmt supr, Richard Jennings
Sr vp-dir media mgmt, Phil Guarascio
Vp-assoc media dir, Frank Massaro
Asst media dir, Fred Zuckerman
Media plnrs: Charles Hirsch, Frank Smith

194.
SILKIENCE lotion
Gillette Co.

	media dollars	
	1981	1982
Magazines	$ 806,000	$ 918,000
Supps	—	—
Newspapers	—	—
Network tv	19,067,000	14,490,000
Spot tv	1,039,000	1,046,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$20,912,000**	**$16,454,000**

Classifications: lotions (LNA D-111); hair products (LNA D-140)
Marketing/brand management:
Mktg mgr (skin care), Chris Deering
Mktg mgr (hair care), Gage Heath
Dir media srvcs, Allen Gibbs
Agencies: N W Ayer, N.Y.
(skin care: moisturizer cream & lotion)
Sr vp-exec acct dir, Stan Mallison
Vp-mgmt supr, Jan Keeper
Vp-acct supr, Jim Haag
Sr acct exec, Steve Farley
Acct exec, Leslie Reich
Assoc media dir, Jim Mitchell
Advertising to Women, N.Y.
(hair care: conditioners, shampoo, hair spray)
Vp-mgmt supr, Jeff Lehmann
Vp-grp acct supr, Lillian Panettiere
Acct supr, Martha Eidman
Assoc media dir, Geri Powers
Media supr, Marjory Frummer

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195.

CHEER detergent

Procter & Gamble

	media dollars	
	1981	1982
Magazines	$ 1,203,000	$ 627,000
Supps	—	—
Newspapers	—	—
Network tv	9,887,000	7,424,000
Spot tv	1,854,000	8,329,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$12,944,000**	**$16,380,000**

Classification: detergents (LNA H-410)

Marketing/brand management:
Div mgr, S. P. Donovan
Adv mgr, E. A. Glover

The media group includes:
Dir media, Russ Condit
Media suprs: James P. Connell, R. H. Jones, John Taylor, Lynne C. Veil, Marion Grant, Mary Price
Assoc media mgrs: J. R. Maxwell, Gordon Milne, Gordon Young, E. R. Plowden
Network coor, D. J. Noble
Media assts: Barb Weinstein, Leslie Paladin

Agency, Leo Burnett, Chicago
Client srvc dir, Peter Husting
Sr vp-media srvcs dir, Kenneth Lane
Vp-media, Willard Hadlock
Media dir, Bob Kirkpatrick

196.

WOOLITE detergent

American Home Products

	media dollars	
	1981	1982
Magazines	$ 742,000	$ 1,055,000
Supps	35,000	—
Newspapers	113,000	—
Network tv	7,953,000	10,869,000
Spot tv	4,088,000	4,149,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$12,931,000**	**$16,073,000**

Classifications: detergents (LNA H-412); cleaners (LNA H-430)

Marketing/brand management:
Adv mgr, Ken Lagana
Mktg srvcs dir, R. Duncan
Vp-mktg, Chris duLaney
Mdsg mgr, Shelley Steinberg
Prod mgr, Janet Brecher

Agency: Cunningham & Walsh, N.Y.
Acct exec, Rasolia Valentino
Assoc media dir, John Hughes
Media supr, Emily Levin

197.

MINOLTA cameras/copiers

Minolta Corp.

	media dollars	
	1981	1982
Magazines	$ 5,876,000	$ 6,174,000
Supps	—	—
Newspapers	1,217,000	738,000
Network tv	5,271,000	5,530,000
Spot tv	3,935,000	2,989,000
Network radio	—	—
Spot radio	891,000	580,000
Outdoor	3,000	41,000
Total	**$17,193,000**	**$16,052,000**

Classifications: cameras (LNA G-230); office machines (LNA B-312)

Marketing/brand management:
(photo)
Dir mktg, James de Merlier
Dir pr/trade comm, Harold Center
Con adv mgr, Robert Mayer
(copiers)
Adv/pr mgr, John Vacca

Agencies: William Esty, N.Y.
(photo)
Exec vp-grp mgmt supr, L. M. Wassong
Mgmt supr, J.E. Neal
Acct supr, G. Auld
Vp-assoc media dir, P. Schwetz

Bozell & Jacobs, N.Y.
(copiers)
Sr vp-mgmt supr, Al Shapiro
Vp-acct supr, Gerald Matthes
Acct exec, Laurene Freehill
Vp-N.Y. media mgr, Harry Glass
Assoc media dir, Caroline Libby
Asst plnr, Meg Lynch

198.

MENNEN toiletries

Mennen Co.

	media dollars	
	1981	1982
Magazines	$ 642,000	$ 879,000
Supps	—	—
Newspapers	—	—
Network tv	13,914,000	15,133,000
Spot tv	273,000	37,000
Network radio	—	—
Spot radio	1,748,000	—
Outdoor	—	—
Total	**$16,557,000**	**$16,049,000**

Classifications: personal hygiene (LNA D-120); medicated skin products (LNA D-216)

Marketing/brand management:
Vp-mktg, Dominic J. La Rosa
Vp-new products, Bill Mathewson
Cat mktg mgrs: Frank La Ronca (men's fragrances), Bob Griffith (skin care & baby prods), M. Virginia Dotzauer (deo/AP)

Agencies: Grey, New York
(babies/women's products)
Sr vp-acct mgmt, T. H. Lieberman
Vp-mgmt supr, Ben DeYoung
Vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Russ Booth

SSC&B, New York
Exec vp-mgmt supr, Spencer Plavoukos
Vp-mgmt supr, Gunnar Wilmot
Exec vp-media & ntwk prog, Lawrence Lamattina
Vp-assoc media dir, Alan Jurmain

199.

NEWPORT cigarettes

(Lorillard) Loews

	media dollars	
	1981	1982
Magazines	$ 6,053,000	$ 4,982,000
Supps	247,000	—
Newspapers	6,070,000	277,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	7,940,000	9,964,000
Total	**$20,310,000**	**$15,223,000**

Classification: tobacco (LNA G-111)

Marketing/brand management:
Vp-adv & brand mgmt, T. H. Mau
Grp brand dir, G. R. Telford
Brand mgr, R. D. Hammer
Media dir, Bill Sands

Agency: MCA Advertising, N.Y.
Exec vp-grp mgmt dir, George Hoefer
Vp-acct dir, Ed Ricci
Acct exec, Bob Piwinski
Sr vp-media dir, Dawn Sibley
Assoc media dir, Pat Gibson
Media suprs: Paul Varisco, Diane Bernstein

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200.
PRUDENTIAL insurance
Prudential Insurance Co.

	media dollars 1981	media dollars 1982
Magazines	$ 623,000	$ 2,167,000
Supps	17,000	—
Newspapers	211,000	182,000
Network tv	12,477,000	12,178,000
Spot tv	983,000	494,000
Network radio	42,000	—
Spot radio	—	131,000
Outdoor	—	4,000
Total	**$14,353,000**	**$15,156,000**

Classification: insurance (LNA B-210)
Marketing/brand management:
Adv dirs: Dinah Keefe, Peter Briggs
Adv mgr, Nancy McCarthy
Agency: Ted Bates, N.Y.
Sr vp-mgmt supr, Lee Hines
Vp-acct suprs: Irene Lubgan, Jana Moorman
Acct execs: Leslie Farrand, Nina Beutel
Vp-media dir, Louis Hecker
Assoc media dir, Gaye Sussman
Media supr, Bill Del Tosta
Media plnrs, Randy Novick, Steve Goodman

Sources

Consumer magazines and supps: data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers (LNA) of actual linage run in those media. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors on circulation and rates supplied by the magazines. Covered are almost 100 consumer magazines and three national supps, plus tear sheets of over 1,500 regional editions a year.

Newspapers: data compiled by Media Records, which measured every ad in 221 daily and Sunday newspapers. Actual linage is multiplied by the one-time general open line rate as of January 1982. Dollar estimates include newspaper supps, preprinted inserts, comics, rotogravure, all color ads. Data is estimated to cover 82% of national newspaper linage. *Marketing & Media Decisions* has added estimates of local expenditures in newspapers by the five leading chain retailers because the extent of their operations makes their brands, in effect, "nationally" advertised as well as distributed.

Network tv and network radio: data secured by Broadcast Advertisers Reports (BAR), which monitors all network broadcasts except those of the Mutual radio network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: data secured by Broadcast Advertisers Reports (BAR) from listening posts in 75 top markets that monitor 278 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers. The estimates represent about 90% of the dollars in spot tv.

Spot radio: data generated by Radio Expenditure Reports (RER) is calculated from a sample of 800 stations in 150 markets. RER's sources are 11 radio reps handling station groups which supply quarterly computer runs by station, by market, by brand of spots aired — plus similar reports from stations in 150 markets. Expenditures are projected to an adjusted national gross figure based on a formula provided by Radio Advertising Bureau (RAB). Estimates cover about 80% of total national spot radio.

Outdoor: data is based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Brand dollar estimates are retabulated by *DECISIONS* by major brand name from the data just described. This represents the one place where the data from all these sources are presented together. The brand data in greater detail is also available from each of the organizations that compile the data. Leading National Advertisers publishes detailed listings of the information on magazines, supps, network tv, spot tv, network radio, and outdoor. References to LNA classifications are provided throughout this report for further reference in LNA's reports: Company/Brand $; Class/Brand $.

The expenditures in the eight major national advertising media of the top 200 advertised brands represents about 44% of all dollars invested in those media. For more detailed information on how each brand spends its ad dollars and for how other brands (those with budgets totalling less than $15.2 million in the eight major media) split their budgets the sources are Leading National Advertisers, Broadcast Advertiser Reports, Media Records, and Radio Expenditure Reports.

SUPER
SUPER
SUPER

A
SUPER
Newspaper in a
SUPER
Market
THE
TAMPA
TRIBUNE

◆

Reach more
Sales
Producing
Prospects
With
Tampa Bay's
QUALITY BUY...

Find out why The Tampa Tribune...is the quality buy in the Tampa Bay market Just send us your business card and we'll mail you our latest market brief "The Quality Buy."

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Byron Taggart, General Advertising Mgr. c/o
The Tampa Tribune P.O. Box 191 Tampa, Fl
33601 (813) 272-7447

THE
TAMPA TRIBUNE
Morning and Sunday

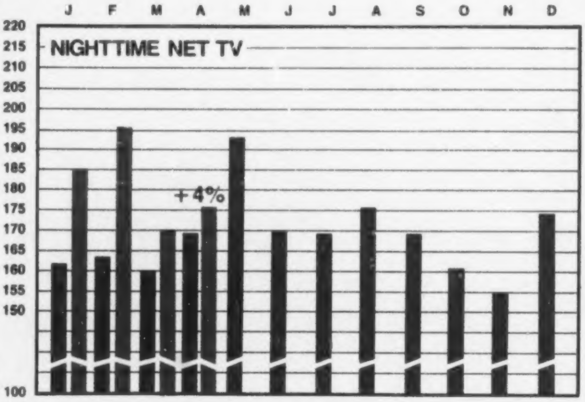
Q The Quality Buy

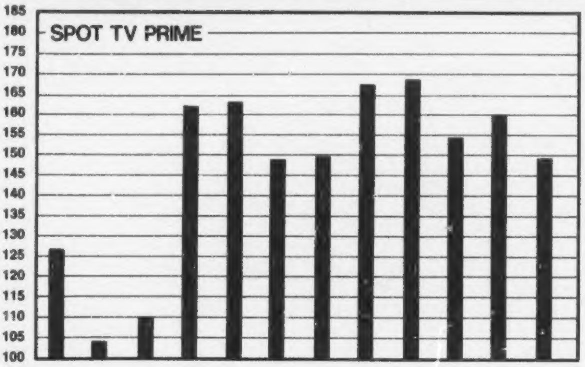
Represented by Sawyer Ferguson Walker
Source: S&MM, Survey of Buying Power,
July, 1982

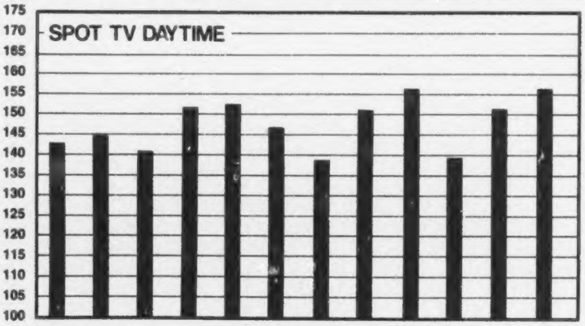
Site of the 1984
SUPER
BOWL!

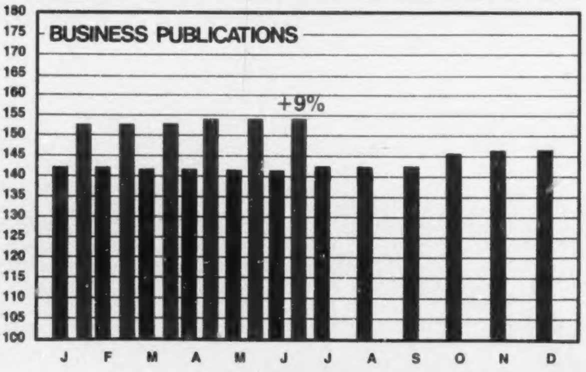
MEDIA COST INDEX

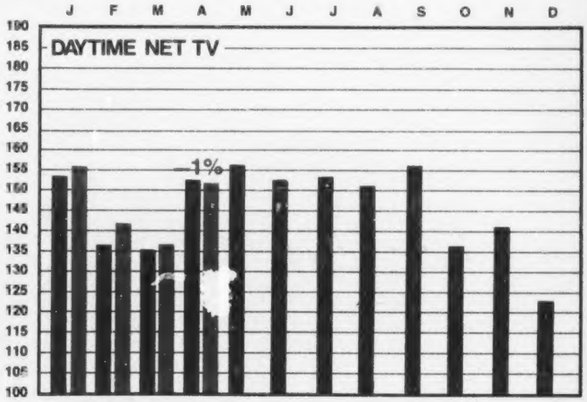
Black bars index for 1982; color bars 1983; base year 1977











The Cost Index shows comparative data for **nighttime network** and **daytime tv, magazines, newspapers, supps, network radio** and **outdoor posters.** Data for spot prime tv, spot daytime and radio are still unavailable.

Nighttime network tv leveled out even further in April than it had the month before, bringing a halt to the disparate fluctuations that had marked the beginning of the third quarter. The four percent increase demonstrated a further softening of the market, which began to flatten out in March.

The flatness that afflicted the **daytime network** tv market in March continued as another one percent increase was posted for April. And the pattern remains constant with that set in 1982.

Consumer magazines and **business publications** maintained stability in pricing, duplicating March's six percent pricing advance over the previous year.

Daily newspapers held constant in April and maintained a ten percent increase over the same month a year ago.

National supplements also show stability as the 11% gain noted in March held constant in April.

Network radio remained in a strong position as the second quarter started, posting a four percent gain over the same month in the previous year.

The Media Cost Index reflects trends extracted from available sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled.

Sources: **Nighttime Network TV** — Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service. **Daytime Network TV** — Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service. **Network Radio** — Cost per average 30-second radio announcement from BAR's Network Radio Service. **Spot TV — prime and daytime** — Cost per 30-second spot, Monday-Sunday from BAR's Spot TV Service.

Consumer Magazine estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn. **National supplements** estimate based on published (rate cards) costs of a page, four-color for the national supplements. **Daily Newspapers** estimate based on Newspaper Advertising Bureau report of SRDS costs per agate line of a sample of 788 newspapers weighted to represent the universe. **Business Publications** estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications. **Outdoor Posters** based on estimate prepared by Institute of Outdoor Advertising. Spot Radio data to develop a continuing index are not available at the present.

How to read: Media Cost Index reflects latest available costs compared with base year 1977. Percent change shows rate of change from the same month in previous year.

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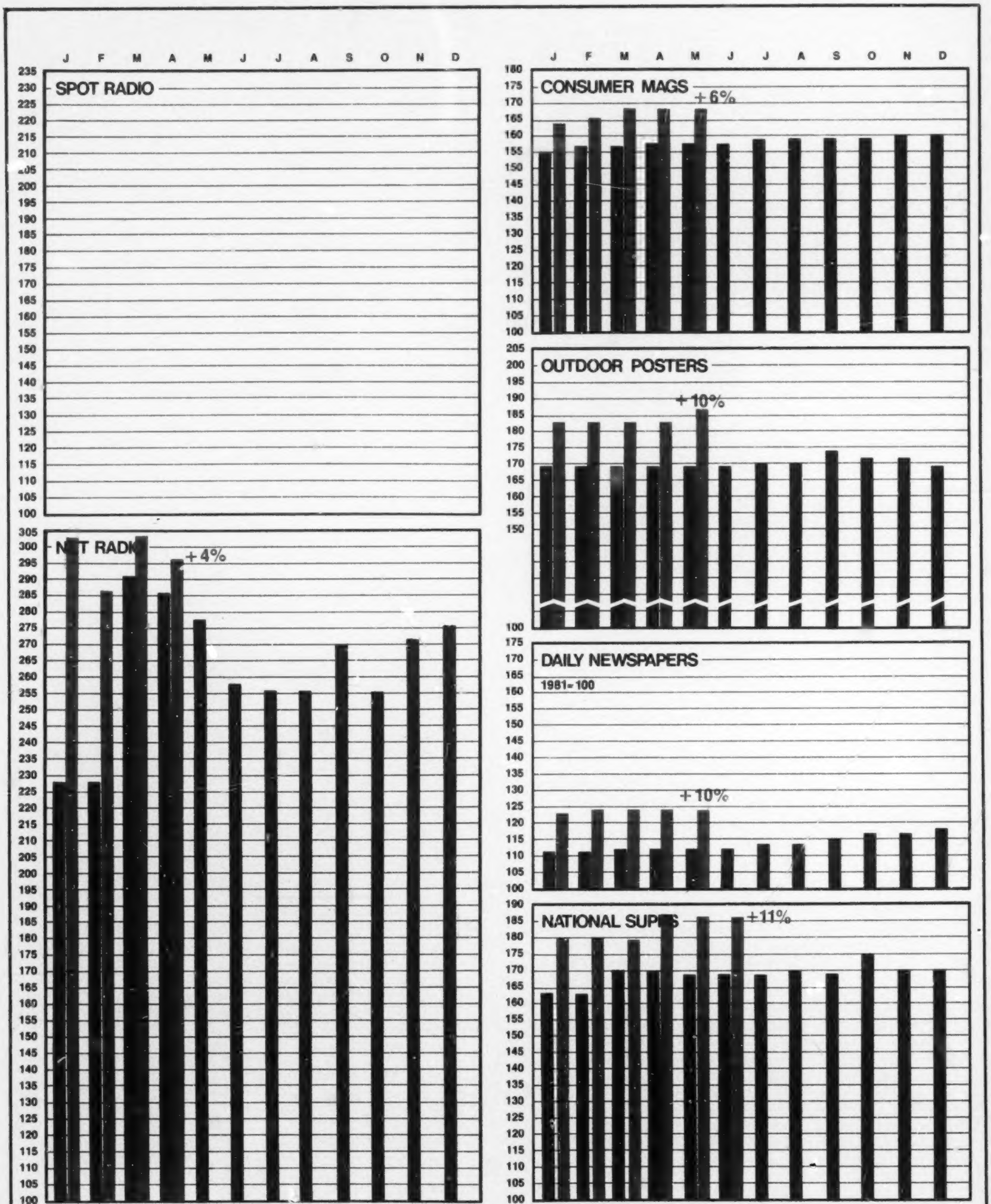
MEDIA COST INDEX (continued)

Black bars index for 1982; color bars 1983; base year 1977



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MARKETING & MEDIA Decisions

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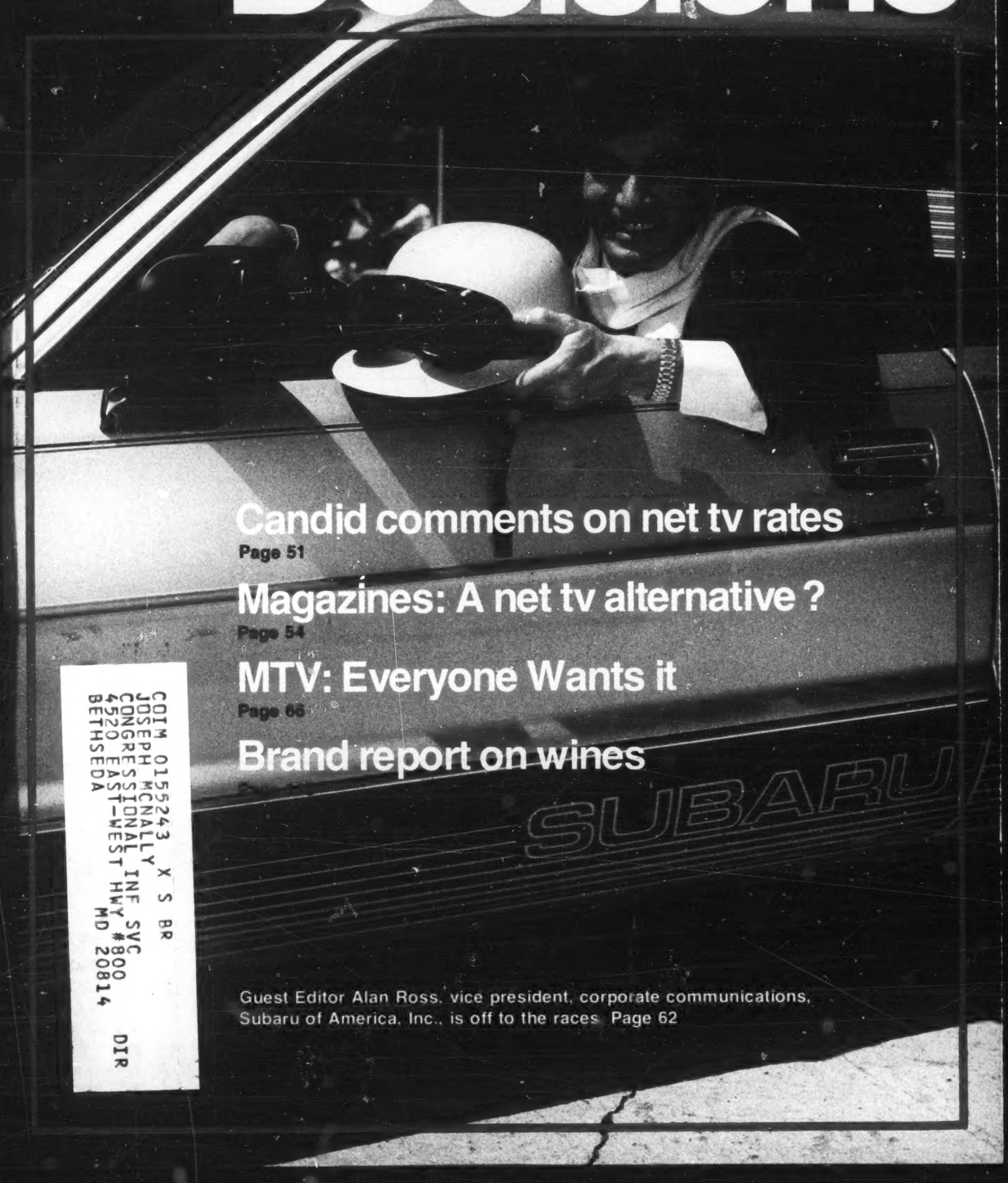

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MTV: Everyone Wants it
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Brand report on wines

Guest Editor Alan Ross, vice president, corporate communications, Subaru of America, Inc., is off to the races. Page 62

CDIM 0155243 X S BR
JOSEPH MCNALLY
CONGRESSIONAL INF SVC
4520 EAST-WEST HWY #800
BETHSEDA MD 20814 DIR

MARKETING & MEDIA

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for Subaru of America, Inc.

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monitor their shows closely, using an impressive range of qualitative indicators. These include concept and casting studies, theater screenings, special opinion surveys, TV Q scores and an analysis of letters received — as well as the audience counts.

There seems to be an assumption in some quarters that the networks are run by half-wits, who have no idea how viewers respond to their programs. Their so-called "Nielsen rating" mentality is cited as the primary reason for the appearance of so many "bad" or "trivial" shows each season. One theory holds that the networks must be coerced to see the light. The chosen instrument in this crusade to improve the caliber of tv programing is the advertiser, who supposedly will use the clout of his ad dollars to reject "bad" shows and instead, support "good" ones.

But to accomplish this goal one has to have a workable definition of a "good" and a "bad" program. This is where the critics of the system back off. Instead, they propose to augment tv's standard audience surveys with "qualitative" studies — reflecting viewer responses.

The recent Television Audience Assessment (TAA) efforts are an excellent example of such efforts in practice. In two experimental projects, viewers have recorded their attention levels and rated shows just watched in terms of "appeal" and the degree to which they learned something from them.

The results, not surprisingly, reveal rather striking differences between individual programs, and in some cases, perplexing or surprising findings. When two of TAA's qualitative scalings ("appeal" and "impact") were combined into a composite index, a show like "Quincy" was found to rate 62% better than "Hart To Hart," which in turn rated 49% higher than "The Fall Guy." In the comedy category, "M*A*S*H" rated 70-75% higher than "Alice" or "WKRP In Cincinnati," and 125% higher than "Mork & Mindy."

Now all of this is very interesting, but even though TAA's objectives are laudable, it is difficult to accept their premise that program "impact" and "appeal" measurements can be equated with commercial exposure, or that *commercial impact* is a direct corollary of program impact. While there is some evidence suggesting that highly involving programs have a positive effect on commercial exposure opportunities, most viewers recognize advertising messages as separate and distinct entities — not as part of the programs they were watching. It's possible to rationalize a 10-20% "benefit," or perhaps a bit more, for a perfect fit of commercial to program environment, but not two or three to one discrepancies. Certainly the advertising industry would expect to see some experimental research correlating the TAA program response measures with commercial impact studies, before going further.

While the notion that advertisers will rush to carry the ball to prompt "better" tv programing may not be realistic, I believe that TAA's efforts to explore television's impact, not just its viewer counts, should be encouraged. Yet, in discussing the TAA studies with various ad agency executives, I was struck by their lack of concern. It smacks of the agency generated cable hype that deluged us only a year or so ago. Now that the grim realities have become evident, most of the agencies have jumped off the cable bandwagon and with sublime after-the-fact expertise, are cautioning their clients to approach cable "realistically."

In this context, the industry "support" for TAA seems like more of the same. It's easy to encourage the TAA people. After all, everyone, myself included, would like to see an improvement in tv programing. But a more responsible approach would call for some really hard questions to be dealt with. For example, how could the TAA data be used in the time buying (or planning) process? Asking this question, I found that very little thought had been given to the matter by those who would be the ultimate users. Still worse, despite the lofty speeches of various media directors and advertiser execs, there seems to be no real interest at the staff (or executional) level.

To reiterate, I think that this is a shame and that TAA should be encouraged, indeed supported by advertisers and agencies. Not with pious speeches but with sound, realistic critiques, and ultimately with dollars to fund new tests and validations. It's in the advertiser's interest to develop any tool or methodology that improves the effectiveness of his tv ad dollars. But this requires some real involvement. Let's hope that the industry doesn't drop the ball on this one.

RESEARCH
By BETSY FRANK
Associate Media Research Director,
Dancer Fitzgerald Sample, Inc.

Nielsen's report on channel switching (or, "and now a word from our . . ." ZAP)

Don't look now, but those commercials we spend so much money to produce and buy media time to place are becoming increasingly easy to avoid.

"Zapping" — channel switching during commercials — is a phenomenon which is growing as cable creates additional viewing options and as more television sets have remote tuning devices.

The ideal way to determine the impact of zapping would be to examine the status of a set on a second-by-second basis. Unfortunately, both Arbitron's and Nielsen's electronic meters, although technically the best method to measure tuning, are limited to monitoring the television minute-by-minute.

Several recent studies have relied on diaries and interviews in an attempt to gauge the dimensions of the problem, although television viewing, especially of commercials, has a great potential for bias; people often say what they think they should say, rather than what they feel.

Partially in response to these non-mechanical methodologies, Nielsen has just released its own Zapping Study. Since the results were based on minute-by-minute data — and viewers can zap faster than that — they do not represent a definitive analysis of the phenomenon. However, we feel that this is the first *significant* piece of research on zapping and sets the stage for additional, expanded research.

The purpose of the Nielsen Zapping Analysis was to compare *tuning activity* during primetime, one-hour shows and daytime dramas for total tv households, cable and pay cable and pay households, and households with remote control on at least one set. *Tuning activity* includes:

- Tuning *to* a program *from* another channel
- Tuning *to* another channel *from* the program
- Turning the set on and off. (A major limitation of the study was the failure to break out these components of tuning. For example, we don't know how much of all tuning taking place during the first three minutes of a program was merely the result of turning the set on. The follow-up study, due this fall, will provide more of a breakout.) The percent of tv households engaged in tuning activity during the average minute is the *Change Rating*.

The $\frac{\text{Change Rating}}{\text{Program Rating}}$ = % Audience Changing Channels.

Findings

- Dial activity is a small part of the total viewing time; that is, during the average minute, the amount of tuning among all tv households in the sample is modest:

% AUDIENCE CHANGING CHANNELS	
Primetime	3%
Daytime	2%

- Most tuning occurs at the start and at the end of a program.

	% AUDIENCE CHANGING CHANNELS			
MINUTE:	**:00-:03**	**:27-:33**	**:57-:60**	**Other**
Primetime				
8-9PM	21%	3%	15%	3%
9-10PM	12%	1%	9%	1%
10-11PM	12%	1%	11%	1%
Daytime	9%	2%	8%	2%

A significant finding from the above is the relatively low level of tuning taking place during the six minutes surrounding the half hour break, even though programing on other channels may be changing. Also, note the higher levels during the six minutes surrounding the half hour break, even though programing on other channels may be changing. Also, note the higher levels during the 8-9 p.m. time period, probably a result of sets being first turned on as well as non-adult set control. And the increases during the last three minutes of 10-11 p.m. programs indicate sets being turned off for the night.

- Commercials appear to have relatively little effect on channel switching.

We can begin to gauge the influence of commercials on tuning by comparing minutes with and without commercials. Surprisingly, the Nielsen study found that differences are minimal.

	% AUDIENCE CHANGING CHANNELS	
	with commercials	**without commercials**
Primetime		
8-9 PM	3%	4%
9-10PM	3%	2%
10-11PM	2%	2%
Daytime	3%	2%

- Cable homes, with more tuning options, do more channel switching, than non-cable homes, especially during daytime.

	% AUDIENCE CHANGING CHANNELS			
MINUTE:	**:00-:03**	**:27-:33**	**:57-:60**	**Other**
Primetime				
Pay Cable HH	16%	2%	13%	2%
Basic Cable HH	15%	2%	11%	2%
Non-Cable HH	14%	1%	11%	2%
Daytime				
Pay Cable HH	9%	4%	11%	4%
Basic Cable HH	11%	3%	12%	2%
Non-Cable HH	7%	2%	7%	2%

	% AUDIENCE CHANGING CHANNELS			
MINUTE:	**:00-:03**	**:27-:33**	**:57-:60**	**Other**
Primetime				
Remote	18%	3%	15%	3%
No Remote	14%	1%	11%	2%
Daytime				
Remote	9%	4%	9%	4%
No Remote	8%	2%	9%	2%

THE MORNING CALL

The Philadelphia ADI . . .

It Won't Fly without
THE MORNING CALL

Unless your computer knows something ours doesn't.

It's no mystery. The Allentown-Bethlehem-Easton SMSA has big numbers. This market is the third richest in Pennsylvania, a metro area of 648,000 people with $6.4 billion in effective buying income. And our people spend it, to the tune of $3.1 billion in retail sales — that's retail sales per household even higher than Philly's SMSA.

How to reach this four-county gold mine to the north of Philadelphia? Not one Philadelphia daily reaches more than 2% of this market. Only The Morning Call can make your message fly. With more than 66% combined daily/Sunday adult coverage of the SMSA, plus additional penetration into five counties surrounding the A-B-E SMSA, your message will fly even farther.

Nobody knows more about the upscale Lehigh Valley of Pennsylvania than The Morning Call. Looking for more figures on this tempting market? We have everything you need in our computer, and we'll be happy to share it with you. Call Bob Richelderfer at 215-820-6634.

The Morning Call • Allentown, PA
Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

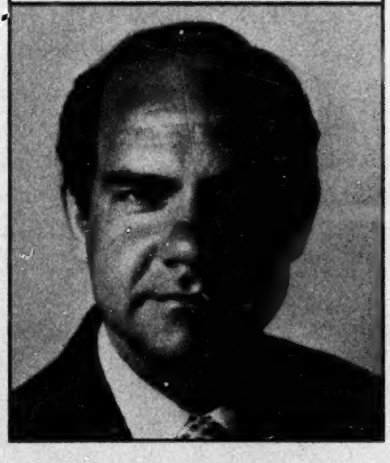
- Households with easier dial access (remote control) on one or more sets do more switching than homes without.

Approximately one fifth of the homes in Nielsens's sample currently have remote control devices on one or more sets, but the fact that almost one third of *pay cable homes* have such devices indicates that cable companies are increasingly offering such attachments with hookup. Interestingly, Nielsen found that homes with pay cable *and* remote do about the same amount of switching in primetime as those with remote only, although they do somewhat more in daytime.

We need to see:

- Second-by-second data
- Program audiences versus commercial audiences
- Patterns in other dayparts, e.g. sports
- Which programs are less likely to be interrupted
- Which commercials are more likely to hold viewers' interest.

MARKETING
By RICHARD R. BARRETT
president, Glendinning Associates,
Westport, Connecticut



Consumer Promotion — An '80's Opportunity

Making consumer promotion work harder in today's marketing mix represents a major marketing opportunity for most products. But the evidence abounds that many marketers are failing to capitalize on this opportunity. Instead, they are just throwing money at it.

The root cause of this problem is often a lack of strategic planning. Many marketers simply do not know where their promotion opportunities lie and they are spending lots and lots of money to get there. Sound strategic planning beats spending money with reckless abandon every time — the record speaks for itself.

The role of consumer promotion has never been more important. Strong promotion programs are needed to take up some of the slack resulting from the diminishing effectiveness of other key elements of the marketing mix, which can be seen across many product categories:

Product Parity — An increasing number of product categories face more of a product parity situation today. New item introductions have fallen off dramatically since the early 1970's as economic uncertainty and the growing cost of capital have led to greater manufacturer caution. Product improvement and positioning initiatives have become harder to capitalize upon as competition keeps pace with those changes.

Media Stalemate — We are also in more of a media stalemate situation than we once were. Now that's an overstatement to be sure, but the point is that with more advertisers doing more advertising, it is far more difficult today for marketers to gain and maintain a major advantage over competition in terms of advertising reach and share of voice. Moreover, with the escalating cost of media, today's advertising dollar simply does not buy as much media as it once did and many marketers find themselves struggling to keep ahead of the threshold of awareness levels necessary to be effective.

Copy Restrictions — Advertising copy restrictions have also made today's marketing environment a lot tougher for many brands. Regulation of advertising claims, particularly advertising directed toward children, has increasingly restricted competitive advantages in the copy area.

Price Pressures — And of course price pressures have changed our marketing lives as well. Increasing competition from generics and private label

TELEVISION
By CHET BANDES
vp, director of media research,
Doyle, Dane, Bernbach.

Independent station prime time seasonal shares

The erosion of prime time network television share and ratings has been a leading topic reported by the trade press. The main factors causing a decrease in network television audiences are growing competition from cable tv and independent stations. In addition to trends, seasonal patterns are also important to media personnel. I recently received an analysis on the seasonality of prime time station shares from the Association of Independent Television Stations (INTV). In this article I would like to report their findings and my comments on the INTV analysis.

A scheduling comparison was made of original versus repeat programing in prime time for Independent Stations versus Network Affiliates. A program was considered original only if it was being aired for the first time. The comparison covered two time periods: in-season, which is defined as September to mid-April, and out-of-season, which covers the mid-April to August period. The months of November 1981 and May 1982 were selected as being representative of in-season and out-of-season programing patterns. The tv markets selected were New York, Los Angeles, Louisville, Minneapolis-St. Paul, Norfolk and Tampa.

Original vs. Repeat Programing Analysis (Prime Time Six Market Averages)

	Original (%)	Repeat (%)
Average Affiliate		
November 1981	98	2
May 1982	61	39
Average Independent		
November 1981	55	45
May 1982	65	35

The above table indicates an enormous drop in the percentage of original programing for affiliates from 98% to 61% between November and May. Independent stations exhibited an increase in the percentage of original programing from 55% to 65%.

The shift by affiliates to more repeat programing out-of-season has a dramatic effect on station shares. The other data is based on Nielsen daypart summaries for the four sweep periods between November 1981 and July 1982. One observes for each target that all the affiliate out-of-season (May and July) shares are lower than affiliate in-season (November to February) shares. The opposite is true for independent stations. They show a pattern of increasing shares during the out-of-season period.

One concludes that independent station shares are 25 to 50 percent higher in the out-of-season periods compared to February. Affiliates exhibit a slight decrease in May but average about a 15 percent decrease in July.

The INTV analysis highlights the seasonality in prime time station shares resulting from the greater usage of repeat programing by network affiliates during the out-of-season months. The key finding is the major increase in independent station shares during the out-of-season period.

INTV suggests the utilization of their projection factors to estimate May and July shares. This writer questions the use of these projection factors. The projection factors are six market *averages*. However, there are market to market differences resulting from the relative strength of the independent stations in each tv area. Also, the demographic target factors will vary by market reflecting differences in programing that are aired in each tv area.

OH, DID YOU CATCH THAT ARTICLE ON THE TROMPE L'OEIL FRESCOES BY VERONESE IN THAT ROMAN VILLA IN VICENZA?
DID IT SAY ANYTHING ABOUT HANGING WALLPAPER?

Our readers look to us for real ideas. About decorating, building, remodeling, outdoor living and food. More readers than ever. With a circulation that has grown to 1,425,000. A 30% increase in just 13 months. Incredible!

1,001 HOME IDEAS A Family Media Publication
Down to earth. Where your market is.

TAYLOR
California Cellars
CHABLIS

BRAND REPORT 89: WINE

How does the wine taste?

The wine flowed less freely last year, and pouring in 1983 won't be up much but wine advertisers are still pouring out the money. This year's expenditures will probably top $300 million, climbing from 1982's $294. Spot radio continues to be the vintner's favorite medium, with television close behind. Big question this year is how light wines will fare.

1982 was the year that the U.S. wine industry, rather than pop its cork, had to bite the bullet.

Economic conditions, still none too favorable, held growth of the wine market under two percent last year. The outlook for 1983 indicates the performance of the industry will be a little better.

But that deceleration is having scant effect on advertising budgets. Expenditures in 1982 came to $294,758,100, 8.8% over the 1981 total, $270,920,000. So even while wine marketers were coping with hard times, they made certain that advertising budgets at least kept pace with inflation.

Overall trends show that imports, primarily from Italy, France and Germany, are expanding sales at the expense of domestic products from California and New York. Among the top 10 wine advertisers, five are imported brands, five are domestic.

When it comes to advertising, the top Italian imports are outdone by the giant U.S. vintners, Gallo, Taylor and Paul Masson. But with $12.7 million in media last year, Riunite set a blistering pace for its overseas competitors. Bolla and Cella, from Brown-Forman, had combined budgets smaller than Riunite's.

Media for wine tend to stay consistent over the years. Spot radio continues to get close to one third of total dollars, $126.2 million, most of it from lesser brands that can't afford the heavy tariff of network television. Altogether, television collected $143.6 million, $87.3 million in network and $56.3 million in spot.

Print gets second billing from vintners. Magazines took $12.4 million, newspapers $8 million, and outdoor, under $2 million.

The outlook for the rest of 1983 is a continuing aggressive stance in media, while vintners cast a baleful eye on economic conditions, looking for the improvements that will make it easier for consumers to put a full wine bottle on the dinner table.

They are also attentive to rumblings from Washington, D.C., where the excise tax is casting a menacing shadow on alcoholic beverages. Last year it was only tobacco that was hit with a doubling of the excise tax while alcoholic beverages were exempted. They may not be so lucky this year.

John A. DeLuca, president of the Wine Institute, San Francisco, says the sales roll-off hasn't come as a complete surprise. "Even before 1982, there was a strong consensus that we were not recession proof. In 1982, what really happened was, the recession caught up with our industry. But there were those who saw this coming and weren't surprised by it.

"My sense is that we're going through a period of consolidation following a period of spectacular growth. I think in the short term we're still going to face difficulties. My sense is that 1983 will be a continuation of the same forces of 1982. Per capita consumption is still tiny. The sense of dynamism for dining out, and above all a sense of wine with food, is really catching hold," DeLuca said.

As to whether the excise tax on alcoholic beverages will be increased this year, the issue is once again on the legislative docket. Congressman Andrew Jacobs (D-IN) reintroduced legislation from last year that calls for increasing the federal excise tax on spirits for $10.50 a proof gallon to $16.50. The move is gaining strong support as a way of raising cash to lower anticipated massive federal deficits.

Such an increase would be passed along to consumers in retail price hikes, which would probably also have a dampening effect on purchase behavior.

Within the industry, there is some question as to the future of low calorie, less alcoholic light wines. Following introduction in late summer 1981, minimal growth has been noted by analysts who track the wine market. Thus far, only three vintners have taken the segment seriously: Taylor California Cellars, Almaden and Paul Masson. Gallo continues with a wait-and-see attitude, raising questions of wine quality and size of market.

Market Watch, from Shanken

TEN LARGEST AMERICAN WINERIES — TOTAL WINE SHIPMENTS (millions of nine liter cases)

1982 Rank	Winery	1975	1980	1981	1982	Percent Change* 1981-82	Percent Change* 1980-81	Growth Rate[1] 1975-1980
1	E. & J. Gallo	42.1	51.3	55.3	57.8	4.5%	7.5%	4.0%
2	Heublein Wines[2] (R. J. Reynolds)	24.8	22.1	21.2	20.2	−4.8	−4.0	−2.3
3	The Wine Spectrum (Coca-Cola)	5.0	9.3	11.7	13.5	15.5	25.3	13.2
4	Almaden (National Distillers)	6.9	13.5	12.8	12.1	−5.3	−5.3	14.4
5	The Wine Group	9.3	9.1	9.1	9.1	—	—	−0.4
6	Paul Masson (Seagram Wine Co.)	3.9	7.4	7.8	8.1	4.6	5.1	13.7
7	Canandaigua	6.2	6.2	7.0	7.5	7.1	12.9	—
8	Guild	5.9	6.3	6.5	5.5	−15.6	3.8	1.3
9	Monarch[3]	4.3	3.9	4.0	4.0	—	2.6	−1.9
10	Sebastiani	1.0	4.2	3.6	3.2	−10.7	−14.4	33.2
	Total Top Ten[4]	**109.4**	**133.3**	**138.8**	**140.9**	**1.5%**	**4.0%**	**4.0%**

* Based on unrounded data.

[1] Average annual compound growth rate.

[2] Formerly known as United Vintners.

[3] Excludes Tytell.

[4] Addition of columns may not agree because of rounding.

Source: IMPACT DATABANK

SUPER
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SUPER
Market
THE
TAMPA
TRIBUNE

Reach more
Sales
Producing
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With
Tampa Bay's
QUALITY BUY...

Find out why The Tampa Tribune...is the quality buy in the Tampa Bay market. Just send us your business card and we'll mail you our latest market brief. "The Quality Buy."

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THE
TAMPA TRIBUNE
Morning and Sunday

The Quality Buy

Represented by Sawyer Ferguson Walker
Source: S&MM, Survey of Buying Power,
July 1982

Site of the 1984
SUPER
BOWL!

Communications, projects light wine sales in 1983 at 4.1 million cases, up 28% from last year's 3.3 million cases. But the 1983 projection comes to less than four percent of the estimated domestic total for the year.

Light wines are entering their second full year on the market and in a position similar to light beer just after introduction. But just how much potential the light product has is open to question. Observers suggest it's too soon to tell, and that 1984 will be the decisive year when marketers can determine if repeat purchase is following trial.

Almaden has given substantial backing to its light, just over $2 million last year, but not picked up much business (400,000 cases in 1982). Los Hermanos, on the other hand, spent $1.1 million, sold 450,000 cases last year and expects to sell 750,000 cases in 1983.

Overall, the U.S. wine market still belongs to Gallo. Ernest and Julio shipped almost three times as much wine as their nearest competitor in 1982 while claiming 26% of domestic wine sales. Gallo shipped 137 million gallons while second place Heublein put 48 million gallons into distribution. Coca Cola's Wine Spectrum took third place with 32 million gallons, and Almaden fourth, with 29 million gallons.

Among imports, Riunite extended its domination of the market with a 6% increase in case depletions, putting 11 million into circulation in 1982. Closest competitor is Cella, with 2.8 million cases moved last year.

Imports showing some upward movement, although well down on the top 20 list are Canei, up 37% last year, Barbella, up 25%, Principato, up 42%, Black Tower, up 42%, and Partager, up 40%. But all together, they don't come to half of Riunite's 1982 total.

On a brand by brand basis, here's what the 1982 top wine spenders are up to in 1983.

DOMESTICS

E. & J. Gallo

If any one company seems impervious to economic circumstance, in fact, to anything but a re-enactment of Prohibition, it must be the winery founded by Ernest and Julio Gallo.

Building on its already substantial base, in the past seven years, Gallo has managed an average 4% growth rate. Gallo's 1982 volume increase, 5.9 million gallons, was the largest among domestics and accounted for 64% of the growth in the industry last year.

That certainly indicates Gallo's advertising dollars are well spent.

As usual, Gallo outspent its nearest competitor, Taylor, by nearly two to one. The $26,026,400 Gallo put into media was 8.2% of the wine industry's total last year.

The $22.6 million invested in network television made Gallo a pervasive presence there. But a low-keyed tasteful creative approach makes certain that pervasive is not abrasive. Gal-

Top 10 imported wine brands

Rank	Brand	Case Depletions 1981	Case Depletions 1982	Percent Change
1	RIUNITE	10,400,000	11,015,000	6%
2	CELLA	2,690,000	2,785,000	4%
3	FOLONARI	1,550,000	1,735,000	12%
4	BOLLA	1,600,000	1,620,000	1%
5	ZONIN	1,500,000	1,300,000	−13%
6	GIACOBAZZI	1,390,000	1,280,000	−8%
7	BLUE NUN	1,300,000	1,275,000	−2%
8	MATEUS	1,300,000	1,240,000	−5%
9	CANEI	900,000	1,235,000	37%
10	YAGO	1,100,000	1,000,000	−9%

Source: IMPACT DATABANK

lo's 30 second spots are probably the most mellow wine messages carried by the medium. With such weight on television (another $2.9 million in spot tv) Gallo remains constant at the dispair of its competition.

The one place where Gallo is light contrary to expectations is in spot radio. While Taylor blitzes that medium, Gallo stays out, according to Radio Expenditure Reports. But then, the appeal is much more visual in Gallo advertising, than it is aural.

Inglenook

This may be the year for Heublein's United Vintner's to reverse a long term sales decline, as its flagship brand, Inglenook, launches a new campaign based on extensive consumer research into how people use wine.

The campaign was created by Young & Rubicam, Los Angeles, and broke this Spring. Major copy theme for the new campaign is "The wine that celebrates food."

Susan Pare, account executive at Y&R/L.A., said that basic research shows that the demographics for wine drinkers don't yield much actionable data: a profile of 25 to 54, college educated, and incomes of $20,000 plus. So the agency and United decided to investigate how people interact with wine and how they used it.

People generally use wine with food, she said, but there is more than just one element in the purchase decision. There is also the aspect of social occasion and celebration. Consequently, the new Inglenook campaign focuses on this point.

"An example," she said, "is one commercial showing a wedding. The spokesman in the commercial is a chef and the groom is a friend of his. The wine here is used for toasting a social event. Wine is shown as part of the celebration."

The new commercial theme gets its major exposition on network television, Ms. Pare said. Spot tv is being used to boost frequency and penetration in strong markets.

The theme music for the commercial is being used in a spot radio campaign, with very little copy added, she said. The decision to use spot radio, which wasn't part of the buy last year, was made because of the perceived quality of the music composed for the tv commercial.

Magazines get less emphasis this year, and newspapers with wine and food sections are used on a selective basis, she said.

Taylor California Cellars

If there is a wine marketer that will provide long run competition for Gallo, it is most certainly Coca Cola's Wine Spectrum. The wine marketing arm of the huge beverage company has been the most aggressive in its use of media and copy among those who hope to achieve parity with Gallo.

The Wine Spectrum has had sales growth rate of close to 15% since 1975, and last year posted a 15.5% increase in cases shipped.

But The Wine Spectrum still has a good stretch of ground to cover before it overtakes Heublein wines, recently acquired by R. J. Reynolds, despite Heublein's faltering performance since 1975.

An advertising campaign
in The Boston Globe can
make your wine sales spiral.

Only The Globe reaches more than half the adults in the Boston market. And 75%* of those who consumed alcoholic beverages during the past week. In fact, The Boston Globe reaches more adult consumers in the Boston market than any other advertising vehicle.

Call (617) 929-2200 for more information about advertising in The Boston Globe. People are sold on it.

The Boston Globe
Every day, more than 1.6 million
New Englanders say "The Globe's here!"

Newspaper power. Go for it.

A member of Million Market Newspapers, Inc.
*Scarborough, daily/Sunday combination, Boston SMSA.

The Wine Spectrum's premier brand is Taylor California Cellars, which has been richly supported with advertising, both in terms of media and aggressive copy punch. Taylor stood the industry on its very polite ear three years back with a taste-test commercial, offending more than a few industry sensibilities.

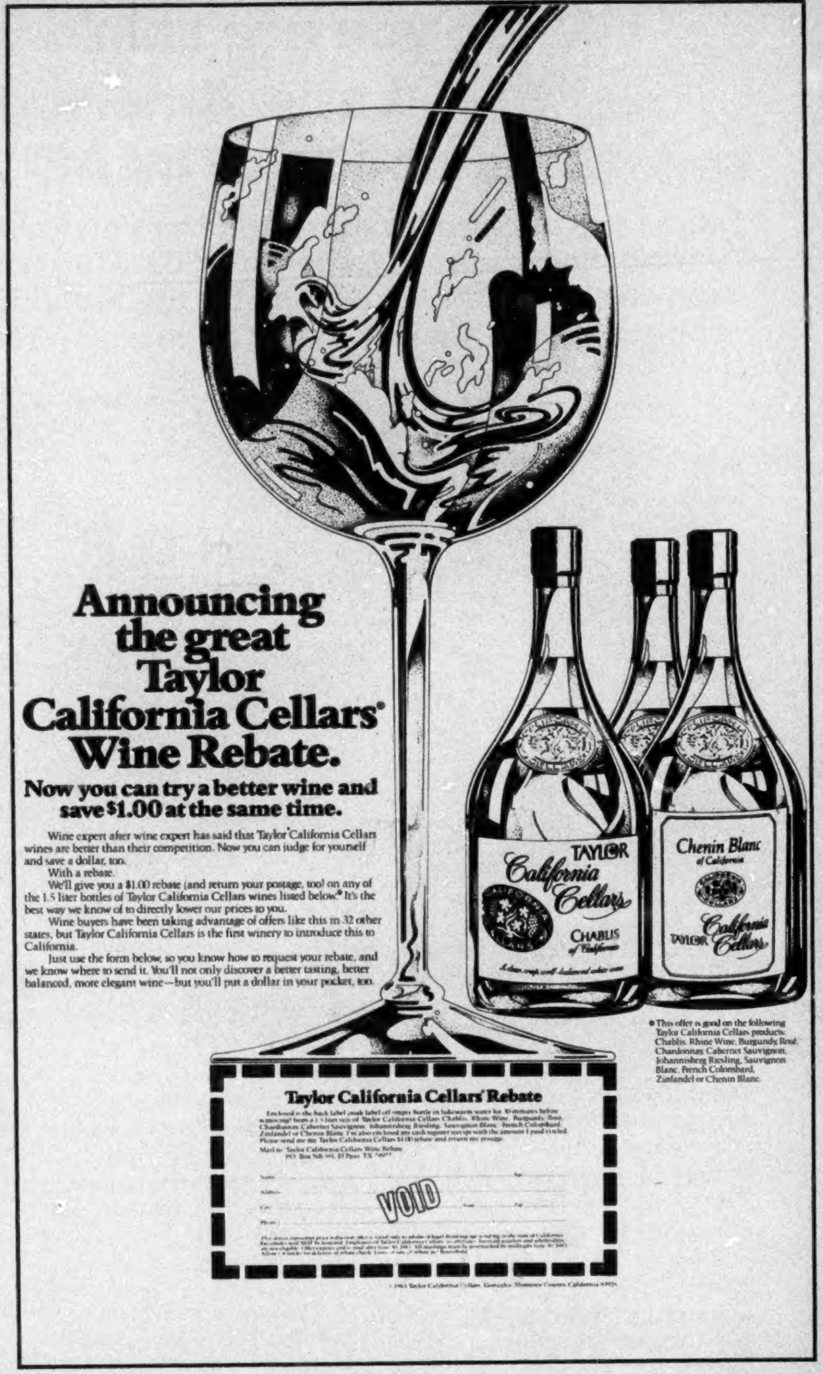
Taylor still uses flavor as its key line in copy, stating, "Better wines. Judge for yourself."

Richard Theis, public relations director for The Wine Spectrum, said that despite a heavy broadcast schedule, some magazines are being used for Taylor this year. Last year, according to Leading National Advertisers, Taylor used no magazines at all, putting $11.5 million in network tv, $1.8 million in spot tv, and $1.3 million in spot radio. Last year, Taylor outspent even Blue Nun in radio (Schieffelin disclosed in mid-June that it was discontinuing its television campaign and returning to radio with new creative executed by Stiller and Meara.)

Taylor is also giving extensive backing to its low calorie light wine. Copy states, "Great taste. We guarantee it." Taylor guarantees it with a $3 refund offer if purchasers agree and a $2 rebate if they disagree. Obviously, it pays to agree with Taylor. Rebate coupons are being carried in the brand's print executions.

Theis said Taylor is optimistic about the future for light wine. "We're real confident about our light wine. We think it has a future. There were some who thought it would bite the dust but we think it is going through the same cycle that low calorie soft drinks and beer experienced. We are encouraged."

While Theis declined to discuss budget, it's a good bet that The Wine Spectrum will increase its support for Taylor and work hard to wrest the number two vintner spot away from Heublein.



Announcing the great Taylor California Cellars® Wine Rebate.

Now you can try a better wine and save $1.00 at the same time.

Wine expert after wine expert has said that Taylor® California Cellars wines are better than their competition. Now you can judge for yourself and save a dollar, too.

With a rebate.

We'll give you a $1.00 rebate (and return your postage, too) on any of the 1.5 liter bottles of Taylor California Cellars wines listed below.* It's the best way we know of to directly lower our prices to you.

Wine buyers have been taking advantage of offers like this in 32 other states, but Taylor California Cellars is the first winery to introduce this to California.

Just use the form below, so you know how to request your rebate, and we know where to send it. You'll not only discover a better tasting, better balanced, more elegant wine—but you'll put a dollar in your pocket, too.

* This offer is good on the following Taylor California Cellars products: Chablis, Rhine Wine, Burgundy, Rosé, Chardonnay, Cabernet Sauvignon, Johannisberg Riesling, Sauvignon Blanc, French Colombard, Zinfandel or Chenin Blanc.

Taylor California Cellars® Rebate

Taylor Light wines use a refund coupon in newspapers and magazines to stimulate interest and spur trial. Television is also used extensively.

Paul Masson

This California winery had a good year in 1982, posting a 4.6% increase, raised its share of market to 3.8%. The performance was accompanied by a strong advertising effort that divided $13 million between table and light wine.

Last year was also the last for the massive presence of Orson Welles as spokesman for the brand. With change of agencies, the subsidiary of the Seagram's Wine company took another theatrical personality, John Gielgud, to state that no Masson wine will be sold before its time. So far, according to Masson officials, the reaction is positive, as Gielgud still has the rub-off from his role as the butler in the film "Arthur." The relief over no longer having to deal with Welles' legendary difficult personality is also evident.

Last year, Paul Masson media expenditures were totally in broadcast, and that pattern continues this year, with adjustments in budget for inflation. Masson table wines spent three to two in favor of network tv over spot, while the ratio for light was 10 to one in favor of network.

Cable is being used on a limited basis and is made "as a straight cpm buy. We buy on networks which are audited that have at least a 1.5 or 2 rating. We're not using cable as a rifle shot," a company executive said.

The Seagram's Wine Company is quite optimistic about its Masson Light product. "There was a lot of euphoria about two years ago when it was thought light wine would take off over night. Now cooler heads are prevailing," another executive said. "Right now, light holds about 3 to 3½% of the market, and we think it will stabilize this year at about 3% and then take off from there."

The campaign for light features actress Donna Mills as spokesperson, using copy that states, "First we make it right; then we make it light."

The exclusive reliance on television, an executive said, results from the fact that "television sells and works fast." But costs of time and commercial production are beginning to weigh heavily at Seagrams as it does on so many other well financed advertisers.

Print, as an alternative, is definitely in the future plans for the brand, *Decisions* was told.

Almaden

After six years of sustained growth, National Distillers' Almaden brand took a tumble in 1981 and continued to slide last year. Although Almaden is outspent by Taylor, Paul Masson and Gallo, a low spending profile seems an unlikely cause for the brand's deficit performance in the past two years.

Spending from 1980 on has been in keeping with the previous pattern and has increased at least by the rate of inflation. But last year, Almaden backed two brands: its light as well as its table wine. The investment in the light product was the least of California's three backers of low calorie wines.

Creative is particularly romantic in tone. The approach is personalized. "We know you," the copy line states. It takes a while before Almaden wine comes into the conversation. The performance and the campaign raise a question of whether or not the creative approach is too lowkeyed for the competitive tenor of the times. The emphasis is on setting and moment, while pushing the product and brand name into the background.

The industry prognosis for Almaden's light wine is no better than its overall performance has been in the past two years. *Marketwatch* predicts a 25% drop in the brand's light wine sales, from 400,000 cases last year, to 300,000 cases in 1983. The ad budget for light wine came in at just over $2 million last year.

Imports

Riunite

Fortunately for Ernest and Julio Gallo, Villa Banfi is concerned

We're family now

CAPPER'S WEEKLY

& GRIT

America's Family Publications

Together bringing more than 1.3 million homes to you

Capper's Weekly and Grit are family now. The marriage of Capper's Weekly and Grit creates a tremendous new consumer and direct mail advertising opportunity. Now, your message can penetrate 1.3 million homes with 3.3 million readers in Nielson C and D Counties.

From the Central States to the Northeast you can grab the growing market potential of small-town America. With virtually no circulation or demographic overlap between our two publications. At an attractive combo rate.

Matrimony has never been like this. With advertising opportunities as unique as this! Grit and Capper's Weekly. Together. Part of the family of the National Media Division of Stauffer Communications, Inc.

National Media Division/Stauffer Communications, Inc.

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Chicago	(312) 782-0174	Philadelphia	(215) 735-8017
Detroit	(313) 569-0350	San Francisco	(415) 986-6388
Dallas	(214) 233-9107		

primarily with the marketing of the Italian import, Riunite. This inexpensive brand has been positioned as a beverage rather than exclusively as a wine, and has an even greater lead over its competition that Gallo does in the domestic field.

Last year Villa Banfi moved over 11 million cases of Riunite, four times more than its nearest compeititor, Cella. Moreover, Riunite managed a 6% increase on its already overpowering base. The brand holds 24.4% of the whole imported table wine market in the U.S.

Frank Gentile, senior vp, Villa Banfi, has commented, "Up until last year we were still opening up new distribution channels. Today we have broad based distribution and our business is coming from new wine drinkers and from our competition."

Advertising expenditures for Riunite are the greatest for any import brand, totaling $12.8 million last year. Of that, $11.7 million went into network tv, and less than a million into spot tv.

The major thrust this year for Riunite is the introduction of D'Oro (gold) which rolls out in early summer. Television and radio are the immediate vehicles for this new variety, with print, primarily magazines, to follow.

Marketing director Nicholas Salimbene, Villa Banfi, U.S.A., said the company is optimistic about sales potential for 1983. He spoke humorously about 13 to 14 million in case depletions and may not have been kidding.

Media expenditures for 1983, he said, "have been substantially increased." An educated guess would suggest that Villa Banfi will be spending $14 million range this year, again mostly in television, with some print support for the introduction of D'Oro.

Salimbene said he expects the name to be taken as gold as the product gets into national distribution.

Bolla & Cella

A distant second to Villa Banfi's Riunite, Brown-Forman's Italian import Cella continues to grow but not at a rate that can provide any hope of winning the number one spot. And the other B-F brand, Bolla, lost third place to Folonari.

Last year, B-F spent $12.5 million on both brands, moving a total of 4.4 million cases, just under what Banfi spent to move 11 million cases of Riunite.

However, 1983 may prove to be a better year for these brands, as Bolla moves into Brut, a dry sparkling wine. Apparently, the Lambrusco craze has passed and diversification into other wine types is necessary for continued market expansion. Despite gains in case shipments, both brands lost market share.

It is also that positioning that is responsible for the entry of Bolla into the sparkling wine category. One long term industry observer said the Joseph Garneau Company, B-F's importing group, made the move for two reasons: 1) Sparkling wine is a growing and profitable category, and 2) the cost of entry is not prohibitively high.

Market studies done by Garneau Co. indicated that Bolla drinkers were already buying someone else's sparkling wine. The conclusion was that Bolla could make that move without cannibalizing its existing lines.

Cella is aimed at a younger, downscale audience, for which television is deemed the most efficient media choice. Consequently, where magazines are a good choice for image building with the Bolla brand, the fierce competition with Riunite demands a heavy investment in television to maintain presence.

Black Tower

This brand is an example of what can be done with a distinct image and a substantial media budget to build impressions. This Seagram's wine company brand made its big push in 1981, when it invested $7.2 million in advertising, $6.6 million in network tv. The year before, 1980, the budget had been a mere $1.5 million.

Last year's budget was $4.4 million, and that effort pushed case depletions from 300,000 to 425,000, a 42% in-

Media expenditures for top wine advertisers in 1982

Brand	Total	Magazines	Network tv	Spot tv	Spot Radio	Newspapers
Gallo	$26,026,400		$22,624,100	$2,945,000		$475,000
Taylor	14,774,000		11,553,600	1,788,700	$1,432,600	
Riunite	12,797,300		11,738,900	802,200	40,200	216,000
Almaden	7,443,000	$ 401,000	6,240,500	761,500		40,000
Inglenook	7,430,000	386,000	5,293,300	1,716,700		33,800
Bolla	6,564,700	1,043,000	3,299,400	1,876,700	27,600	387,400
Paul Masson Light	6,315,900		5,724,600	591,300		
Paul Masson	6,141,200	135,100	3,801,700	2,161,100		43,300
Cella	5,884,100		3,568,400	1,974,500	202,000	139,200
Black Tower	4,391,800		4,228,300	103,000		59,500

Source: Leading National Advertisers, Media Records, Radio Expenditure Reports.

crease. Media for the brand continues to be basically network tv with a smattering of spot thrown in to match media weight with distribution.

Creative certainly has medieval overtones and imitations of Sir Walter Scott's "Ivanhoe." The white wine in the black bottle. Picnicking couples cavorting by a meadow stream.

Seagram's officials indicate they are very gratified by the brand's performance. "The national introduction exceeded its goals," one marketing executive commented. Creative makes a highly visual claim for the product.

Essentially, the brand is positioned against Blue Nun, which has been losing share lately. But Black Tower must make up a deficit of about 900,000 cases to overtake Blue Nun.

Perhaps only a company as well financed as Seagram's could afford a network television roll-out for a new brand, but regardless, Seagram's, goes for tv for two specific reasons: 1) It's very difficult to get a 50 case stacking in a liquor store or supermarket without a solid and impressive media plan, and 2) "television sells like crazy."

Another Seagrams' brand looming on the import horizon is Partager, an inexpensive French wine introduced to the U.S. two years ago. Last year's media budget of $3.5 million pushed Partager from 300,000 case depletions to 420,000, a 40% increase. It is already the largest selling French wine in the U.S.

So far, spot tv has been the base medium for the brand, with a bit of newspaper in markets that feature wine sections in local papers.

Seagram's believes Partager is just on the start of its sales growth and has enormous potential.

Conclusions

Beverage analyst John Stacy, in his extensive study of the wine market, sees a need for greater marketing expertise. He also suggests a focused approach rather than the umbrella method, would serve wine marketers best.

"Although the 'umbrella' brand marketing approach has its own compelling reasons and traditions, it is important to contrast it to the more focused approach employed by most important brands in sharp, clear image marketing.

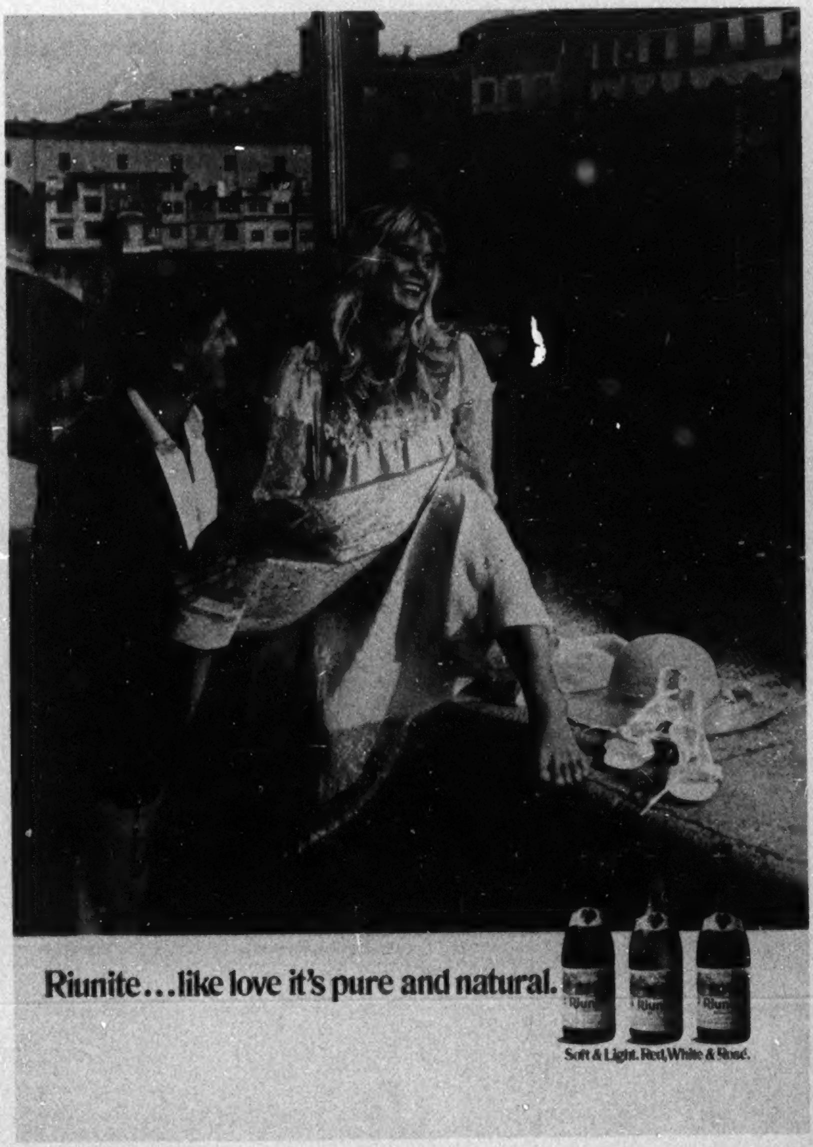
"Having achieved excellence in the two 'key elements of wine', growing and making, it is time for the industry to direct its efforts in the third element — marketing," he said.

He also advocates what he calls a "dedicated brand" approach, limited to one product type or a few related ones, such as Tribuno Vermouth and Dubonnet Apertif.

Vintners at best, hope to hold their own in 1983, but despite a still recovering economy, some brands will show momentum. No one will be surprised if Gallo, Taylor, Paul Masson and Riunite again post gains. Overall, another two percent growth year may be expected.

The Wine Institute's John DeLuca said it best. "It is really not helpful for an industry to engage in either self-delusion or self-deception about what it faces. There is no way that the American wine industry can prosper while the rest of America is not. We are inextricably bound."

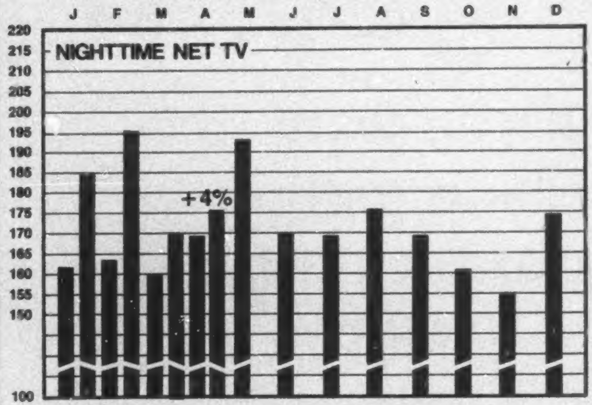
Fred Gardner

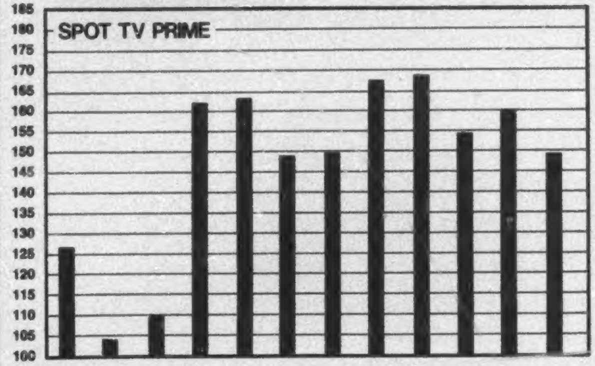

Riunite...like love it's pure and natural.
Soft & Light. Red, White & Rosé.

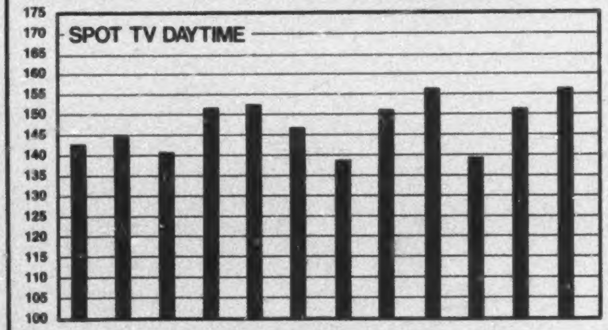
Riunite uses four color depictions of romantic situations to project brand image, as well as a series of cartoons in magazine executions.

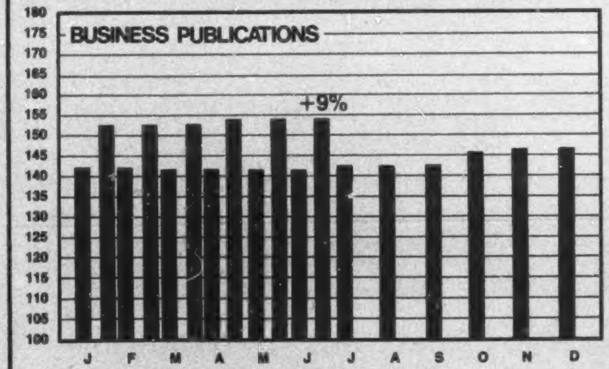
MEDIA COST INDEX

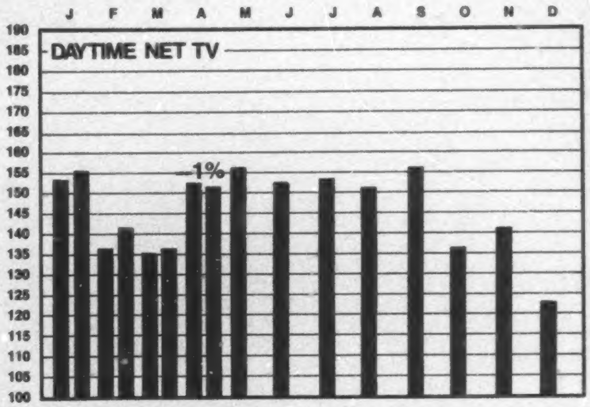
Black bars index for 1982; color bars 1983; base year 1977











New information on Cost Trends wasn't available at press time. The charts will be updated in the September issue.

The Cost Index shows comparative data for **nighttime network** and **daytime tv, magazines, newspapers, supps, network radio** and **outdoor posters.** Data for spot prime tv, spot daytime and radio are still unavailable.

Nighttime network tv leveled out even further in April than it had the month before, bringing a halt to the disparate fluctuations that had marked the beginning of the third quarter. The four percent increase demonstrated a further softening of the market, which began to flatten out in March.

The flatness that afflicted the **daytime network** tv market in March continued as another one percent increase was posted for April. And the pattern remains constant with that set in 1982.

Consumer magazines and **business publications** maintained stability in pricing, duplicating March's six percent pricing advance over the previous year.

Daily newspapers held constant in April and maintained a ten percent increase over the same month a year ago.

National supplements also show stability as the 11% gain noted in March held constant in April.

The Media Cost Index reflects trends extracted from available sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled.

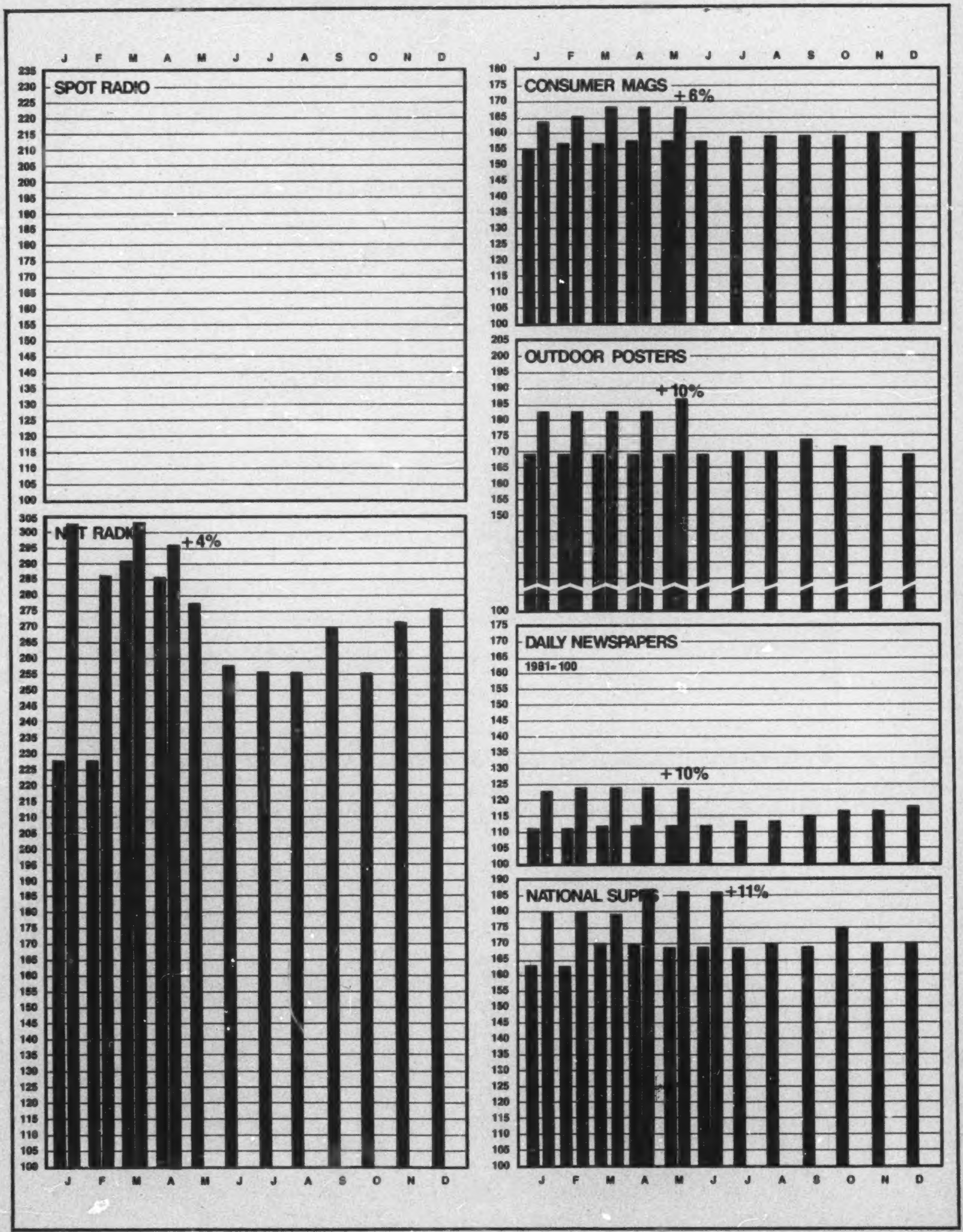
Sources: **Nighttime Network TV** — Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service. **Daytime Network TV** — Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service. **Network Radio** — Cost per average 30-second radio announcement from BAR's Network Radio Service. **Spot TV — prime and daytime** — Cost per 30-second spot, Monday-Sunday from BAR's Spot TV Service.

Consumer **Magazine** estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn. **National supplements** estimate based on published (rate cards) costs of a page, four-color for the national supplements. **Daily Newspapers** estimate based on Newspaper Advertising Bureau report of SRDS costs per agate line of a sample of 788 newspapers weighted to represent the universe. **Business Publications** estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications. **Outdoor Posters** based on estimate prepared by Institute of Outdoor Advertising. Spot Radio data to develop a continuing index are not available at the present.

How to read: Media Cost Index reflects latest available costs compared with base year 1977. Percent change shows rate of change from the same month in previous year.

MEDIA COST INDEX (continued)

Black bars index for 1982; color bars 1983; base year 1977



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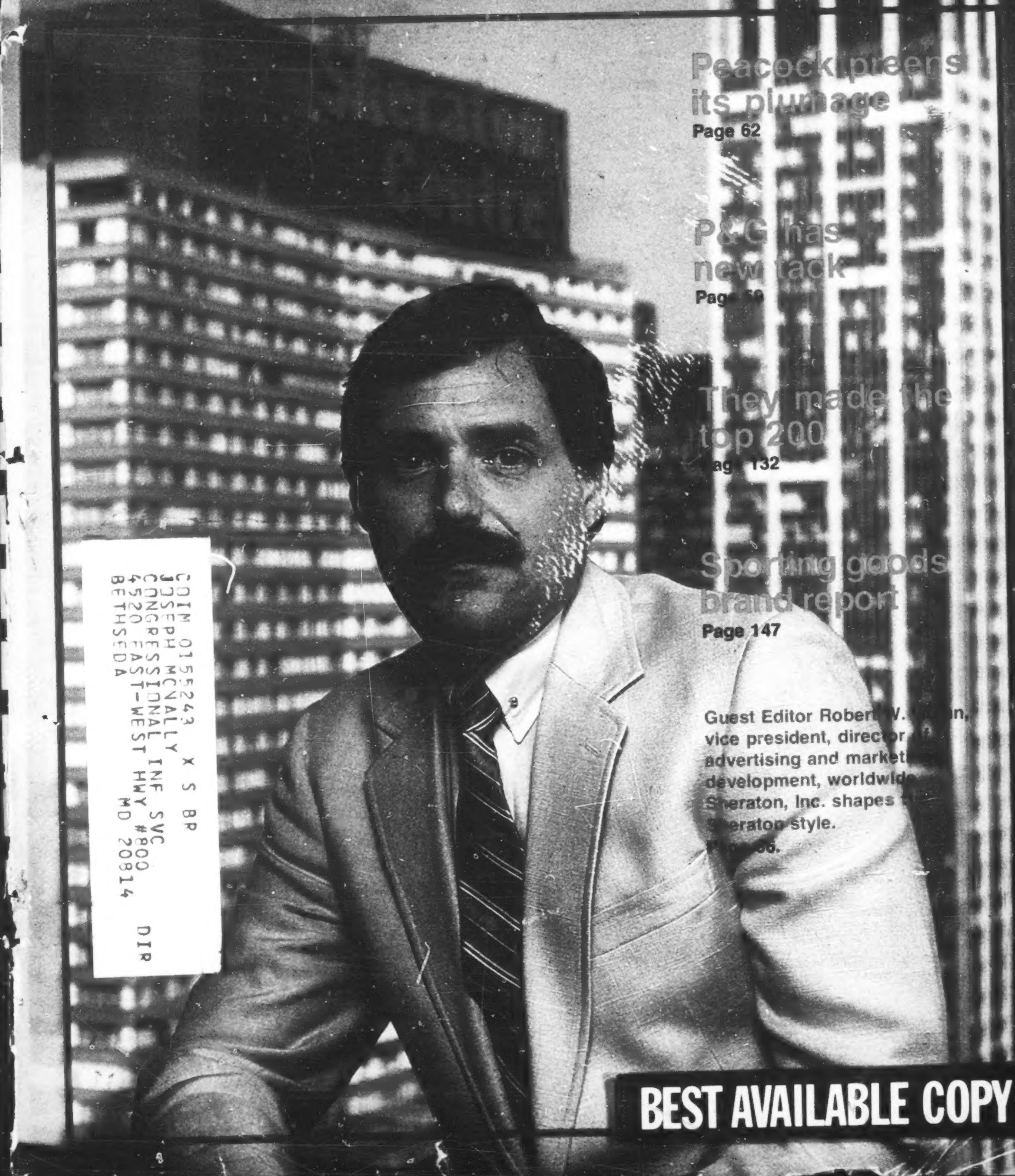

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Guest Editor Robert W. [illegible]n, vice president, director [illegible] advertising and market[illegible] development, worldwide[illegible] Sheraton, Inc. shapes [illegible] Sheraton style.
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THE NEW ELECTRONICS

Cable's effects below the surface

Allen Banks, Dancer Fitzgerald Sample executive vp and media director, has noted some subtrends as a consequence of cable viewing, he recently told the National Cable Association. He cited "audience fragmentation as today's major television trend."

He noted that this fragmentation, a by-product of the success of cable television, has led to five subtrends which directly affect how and where ad agencies place their advertising dollars. They are:

- Specialization. Cable networks are becoming more adept at identifying what viewers want to view and providing the opportunity for people to watch what they want, when they want.
- Tailor-made shows. Advertisers are investing in specific programing ideas with cable operators, ideas that they believe will provide good environments for their commercials and generate a large enough audience to offset program costs.
- Sports. They are becoming much more a regional programing opportunity and less a national one. Regional sports cable channels present advertisers with an opportunity to reach the upscale male within an excellent environment.
- Dual revenue streams. Recent experiments seem to indicate that people will accept commercials at logical breaks and still pay to see the programing, especially if commercial support means that subscriber fees will not be increased.
- Zapping. A negative of audience fragmentation is the fact that people can avoid commercials they want to by a mere touch of their remote control channel changer. Agencies are trying to learn as much as possible about this disturbing trend.

Never mind 1984, watch out for 1993

The year when cable penetration is expected to reach 60% is 1993, according to industry analyst Paul Kagan. By then, there could be as many as 104 million pay cable subscriptions for such services as Home Box Office, Show Time and other pay services.

Combined revenues from all cable sources, he indicates in his report on cable's probable future, may approach $32 billion, as compared with just over $6 billion in 1983.

HERE IS A SUMMARY OF KAGAN'S NEWEST PROJECTIONS:

At year-end	1982	1983	1985	1990	1993
Cable TV subscribers (millions)	27.5	31.7	41.2	56.8	59.8
Pay-cable subscriptions (millions)	20.8	26.9	42.3	83.8	104.4
Homes passed by cable (millions)	49.5	55.5	67.5	82.5	85.5
Total cable TV revenue (all sources — billions)	$ 4.7	$ 6.2	$10.2	$23.1	$ 31.8

© 1983 CABLE TV INVESTOR. Estimates of Paul Kagan Associates, Inc., Carmel, CA.

In his look-ahead, Kagan foresees the average cable subscriber paying more than twice this year's $17 per month. But he will receive triple the number of program services. "Cable tv prices don't keep pace with inflation," Kagan notes. "but by selling more services to more subscribers, the cable operator can still profit. The unique set of circumstances is making cable look like a bargain, even at higher prices per single level of service."

Ethical drugs take to cable

Advertising for ethical drugs, until now confined to the medical journals and the medical trade press, takes a step into electronic media with a schedule on cable through a purchase on the Cable Health Network's new Professional Program Series.

The purchase by eight pharmaceutical companies represents the first regular use of television for advertising directed exclusively to physicians. The participating sponsors are: Ciba-Geigy Corp., Dupont Pharmaceuticals, Ortho Pharmaceutical Corp., Parke-Davis Division of Warner Lambert Co., Pfizer, Inc., G.E. Searle & Co., E.R. Squibb & Sons and Syntex Laboratories, Inc.

The program *Physician's Journal Club*, was telecast once a week during summer and gets four plays per week starting in September. There are eight commercial minutes per hour.

Special research is being conducted by CHN to determine the effectiveness of the cable ethical advertising. The Food and Drug Administration notified CHN that it is "pleased that CHN has agreed to evaluate the impact and effects of prescription drug advertising. We applaud your intent to air only those commercials that have been approved by the CHN review board."

The CHN Professional Program Series is being promoted to the medical community through advertising in medical journals and a direct mail campaign to doctors and hospitals. Nielsen estimates 120,000 physicians will have access to the CHN programs between now and June 1984.

THE NEW ELECTRONICS

(from 50)

Agribiz seeks videotex lashup

Three of the nation's larger farmer cooperatives and Videotex America are discussing a joint operation of a national agribusiness videotex service. What is on the drawing board is a U.S. version of the Grassroots agribusiness videotex service operating in Manitoba, CN.

Cooperatives involved in the negotiations are Agwar, Inc., a 110,000 member-stock-holder organization serving 12 northeastern states, CENEX, Farmers Union Central Exchange, serving 1,600 local cooperatives in 15 midwestern and northwestern states, and Southern States Cooperative, serving 137,000 farmer members in the five states in the upper south.

The videotex service uses color and graphics to bring the farmer frequently updated information on weather and commodity market prices at a relatively low cost.

The Canadian version, Grassroots, was launched by Infomart, a Canadian videotex service, in 1981, and provides a full information service to Canadian farmers, including farm equipment programs, electronic mail and shopping services.

Cable penetration just shy of 40%

The number of cable tv households in the U.S. continued to grow this summer according to new data from the A. C. Nielsen Co. The July estimate places the number of cable households at 32,930,140, including Hawaii and Alaska, and penetration at 39.3%.

The latest ranking shows New York continuing in the lead with over two million households wired. The top 25 designated market areas ranked by cable tv households are:

Rank	Designated Market Area	Cable TV HHs July '83
1	New York	2,020,890
2	Los Angeles, Palm Springs	1,195,510
3	Philadelphia	947,030
4	San Francisco-Oakland	938,660
5	Pittsburgh	694,490
6	Boston, Manchester, Worcester	612,550
7	Cleveland	527,380
8	Seattle-Tacoma	519,160
9	Houston	494,930
10	Chicago	489,150
11	San Diego	440,170
12	Dallas-Ft. Worth	438,100
13	Detroit	397,320
14	Tampa-St. Petersburg, Sarasota	391,250
15	Miami-Ft. Lauderdale	390,810
16	Hartford & New Haven	387,360
17	Atlanta	380,850
18	Buffalo	346,540
19	Indianapolis	316,570
20	Wilkes Barre-Scranton	314,970
21	Orlando-Daytona Beach	302,630
22	San Antonio	302,370
23	Charleston-Huntington	294,480
24	Columbus, OH	286,460
25	Kansas City	279,760

Pay music cable has potential

Bill Harvey, media prognosticator and publisher of the *Media Science Report,* believes there is a potential market for pay music cable. In a recent issue of the newsletter, he observes, "Video music has not yet been attempted in a pay mode. And yet, MTV, with high viewership and satisfaction is finding it arduous to profit on an advertising supported basis, suggesting that video music may in the long run be suited to pay, and may be much more profitable that way.

"The average American listens to the radio for two and one half hours per day, exceeded among media only by television at over four hours, but far ahead of magazines at 20 minutes a day, and newspapers at 15. Pay programers have possibly overlooked the extent of music demand.

"Just as tv viewers were found to have a desire for commercial-free (non mood breaking) viewing, a similar phenomenon in radio is obvious. In fact, this is why people generally listen to recorded music: to avoid mood-breaking radio commercials.

"Where cable radio with commercials has been made available for a couple of dollars per month, it is rolling out. If similar feeds were made available without commercials and with video for higher prices, they would probably also succeed.

"Interestingly, there are about 10 radio music types that could potentially be a pay video music network someday, including rock, middle-of-the-road, country, black/ urban contemporary, beautiful music, classical, Spanish, nostalgia, and jazz. Ten non-redundant money-making pay tv networks may be more than cable operators can visualize right now, but these types are making money in radio right now."

Harvey also suggests that instructional cable could be another pay source. "Another pay type which QUBE and videocassette distributors have pretested to some extent is instructional. At some point a 24-hour pay 'How to' channel might be viable, offering telecourses at of some value, perhaps with college credits. Consumers are surprisingly eager to learn but programers have yet to learn how to make learning consistently fun. There is an opportunity here for programers who like a challenge."

The collapse of The Entertainment Channel, he suggests, "should not be taken as a negative indication for Broadway and Off Broadway shows as a pay tv programing format, since these were a minor percentage of the TEC program hours.

Financial News Network base up

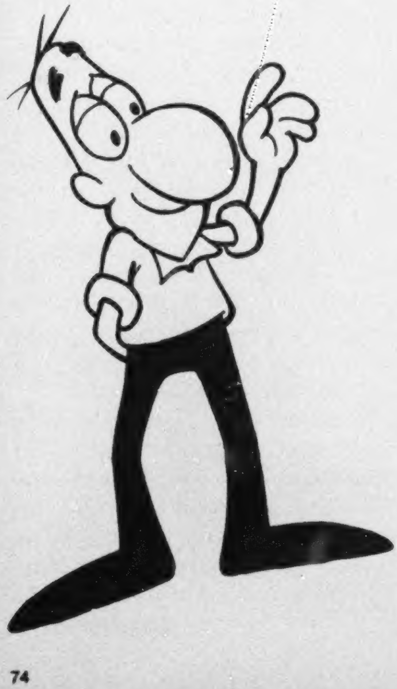
Financial News Network is adding to its subscriber base and expects an additional three million homes by September, to bring its cable base to about nine million. According to Arnie Rosenthall, vp, marketing and affiliates, "a major factor in this enthusiastic response of cable operators to FNN has been our announced schedule expansion to a 12 hour broadcast day." FNN commenced its 7 a.m.- 7 p.m. broadcast schedule on July 18.

How to nail down do-it-yourself

Although housing starts are beginning to pick up, the do-it-yourself trend in home improvement will not slow. Women are learning how to repair leaky faucets, and everywhere there is renewed respect for those who can work with their hands. As the market has sprung up during the recession, so have the media that specialize in home improvement projects.

Harvey Hackit has come out of the woodwork. The creature created by Lowes Corp., a major home remodeling retail outlet, has helped to spawn a new era in home improvement.

Harvey, an animated cartoon figure starring in Lowes' television and print ads, speaks to the growing ranks of do-it-yourselfers, who strapped by inflation, high interest rates and unemployment, haven't been able to afford a professional contractor to give the house a spanking new look.



Harvey even encourages the clumsy plodder. Though the neighbor down the street may amuse himself with realigning the plumbing to install a washing machine, Harvey says that even the reluctant can make his own seemingly impossible home improvement task bearable. He can put in a faucet with a twist of the wrist. He can install a garage door opener alone.

Harvey did not exist twenty years ago. There was no need for him. The recession had not come and consumers weren't frantically searching for ways to avoid a $200 plumbing bill.

But today, nearly 75% of America's households are involved in some kind of home improvement project, be it interior painting, repairing electrical switches, weather stripping or insulation, according to the Do-It-Yourself Research Institute in Indianapolis.

It's not only advertising mascots like Harvey's and $200 plumbing bills that have stretched this new market like elastic. Consumers have not been able to afford new homes. Housing starts suffered more than they had since World War II.

Since December, however, housing starts have risen steadily. The number of newly constructed homes rose most sharply in the spring, jumping 19.5% from April to May. But in June, housing starts declined 2.9%, according to a report by the Commerce Department. Although the government agency is still predicting that housing starts will continue to hold ground, several leaders of home building associations warn that if interest rates start to inch up again, the recovery could be short-lived.

But even if the housing industry recovers, the do-it-yourself market has become so firmly entrenched that it will not lose out, say several marketing experts. The Do-It-Yourself Research Institute predicts that while more homeowners may not engage in do-it-yourself home improvement, those lightly involved will become more serious. It notes that women are showing increased interest in tinkering around the home.

In addition, there is a growing respect for those who can not only work with their heads, but with their hands as well.

Another sign that the do-it-yourself market will continue to prosper is that as interest rates on home improvement projects drop, people are dreaming less about moving into a new home and are undertaking projects to improve their current dwellings. The type of projects being undertaken also has become

Leading Advertised Brands • 1982

	TOTAL	MAGAZINES	NEWS SUPS	NET TV	SPOT TV	NET RADIO	OUTDOOR	NEWSPAPERS
Owens-Corning	$9,184.9	$765.6	$248.5	$5,431.4	$2,143.7	$275.3	$3.8	$1,627.7
Stanley Works	3,275.1	901.6	—	2,348.7	24.8	—	—	95,842
Delta & Peerless Windows	3,796.0	494.5	—	3,064.4	237.1	—	—	—
Pella Windows	1,261.3	1254.4	—	—	6.9	—	—	23,106
Black & Decker	3,076.4	700.4	181.9	1,970.0	224.1	—	—	387,276.0

Breakdown of media dollars by do-it-yourself marketers (000) — 1982

TOTAL	MAGAZINES	NEWS SUPS	NET TV	SPOT TV	NET RADIO	OUTDOOR	SPOT RADIO	NEWSPAPERS
$166,380.3	**$40,621.4**	**$4,135.2**	**$51,180.3**	**$38,247.8**	**$3,546.2**	**$1,003.5**	**$11,452.4**	**$16,194.0**

Source: Leading National Advertisers, Media Records and Broadcast Advertiser Reports.

more complicated as the market expands, several experts note.

Marketers of home building and remodeling supplies have undergone a rapid transformation as do-it-yourself has become fashionable. Previously, they advertised in the trades to professional contractors.

But as the economics of home ownership have changed, so have the way they have marketed. Many of those marketers keen enough to sniff out the do-it-yourself trend have launched massive consumer advertising campaigns to reach this new market.

As this market has matured, catering to the home improvement market has prospered. *The Family Handyman*, published by Webb Co., has grown in circulation from 540,000 to 1.1 million in five years, reaching out to homeowners actively involved in improving and maintaining their property. *New Shelter*, published by Rodale Press, was launched in 1980 with a circulation of 225,000 but currently goes to 650,000. *Sunset* magazine has increased the editorial coverage of do-it-yourself home improvement projects. *Better Homes and Gardens* has added a special publication published each September, *Remodeling Ideas Do-It-Yourself Home Improvement and Repair*. *Homeowner's How To*, recently sold to Family Media, should become a monthly in November. *Mechanix Illustrated* has concentrated editorial efforts more intensely on the do-it-yourselfers. And *Workbench*, published by Modern Handcraft with a circulation of 850,000, thrives on the growing interest among do-it-yourselfers. *Popular Mechanics* has noted the increased interest by presenting more professional photographs and drawings on home improvement projects.

Marketers have learned how to sell to people who don't know how to use their products. Most advertising campaigns have relied on remodeling magazines to explain and show in detail how home improvement projects can be easily done by the novice. However, those marketers with price-oriented messages have commonly turned to newspaper supplements, often supported by radio. A few have resorted to television, reasoning that they will stand out as one of the limited number brave enough to advertise a faucet on prime time.

At most home rebuilding supply manufacturers, the do-it-yourself part of the business is the fastest growing.

"There is no question that the do-it-yourself market is becoming more important. We have always pursued all markets but it's been necessary to go after this market more strongly," says Ray Koenigs, advertising manager for Pella Windows, where sales of its high quality windows have been ahead of forecasts despite the recession.

General Electric, aware of the do-it-yourself trend, has capitalized on it by developing advertising programs that encourage do-it-yourself renovators to phase in remodeling of the kitchen. It also has spent a considerable amount to advertise "Quick Fix," a series of books instructing homeowners how to repair their own appliances. GE introduced "Quick Fix" in 1981, after research showed that 40% who own major appliances have done or are planning some kind of repair.

Georgia Pacific, the leading building materials supplier, has found ways to talk to the consumer although it has been difficult, says Alan Thielemann, director of marketing communications.

"One of the problems we have is that we have mostly commodities which can't be identified by the consumers as ours," says Thielemann. Panelling, however, is a proprietary product. Thielemann runs at least two major consumer promotions on panelling during the year, backed by Sunday supplements and network radio.

To help build brand awareness, Georgia Pacific also publishes *Great Possibilities*, a consumer woodworking magazine distributed at dealerships. The magazine has a circulation of nearly 2 million.

SME Corp., manufacturer of Crestline Windows, began its first consumer advertising in 1981, even though it recognized that most homeowners still hire professional contractors to install windows.

But advertising to the do-it-yourselfers is still important, says vp, marketing, Richard Vetter, because the homeowner has become more sophisticated and generally specifies the brand.

Peerless Faucet has the distinction of being the only manufacturer to advertise both a professional and consumer line of faucets on television.

"We began advertising Delta, our professional line, on television ten years ago," says Dick Ryan, director of advertising. "Even though it is a low-interest commodity, the results were excellent."

"We find that people buy or recommend the first faucet that comes to mind. Because there are no other faucet manufacturers on television, our brand awareness is really high," says Ryan.

Now Peerless, the consumer line, also uses television, running in flights during the spring and fall with heavy sports programing. The Peerless ads stress that the faucet can be installed without any tools.

Stanley Products also has been developing easy-to-use products. It now packages plumbing tools with instructions. And recently, Stanley invited consumers to try to install their own garage door openers. Those with difficulties could call an 800 number for directions.

According to the Do-It-Yourself Research Institute, the most commonly tackled home improvement projects are interior painting, weather stripping, exterior painting, minor electrical repairs, insulation and replacing bathroom fixtures.

The do-it-yourselfer is likely to be male, married and an average age of 42. He is most likely to fall in the $20,000 to $30,000 income category. As income goes up, the number of do-it-yourselfers drops off.

Attitudes of the do-it-yourselfers are also extremely important to marketers. The Research Institute has categorized the market into five categories.

The first group is labeled the

Continued on page 122

Consumer attitudes toward do-it-yourself home improvement and repair activity in 1982

Percent of do-it-yourself consumers who strongly agree with statement	Selected attitude statements
80.1%	Spending to increase value of one's home is a good idea.
84.6	The appearance of your home tells other people a lot about you.
70.9	I think of the place I am living in now as a permanent home.
64.2	I take on do-it-yourself projects because of the cost-savings.
74.9	I get satisfaction in doing do-it-yourself projects.
55.8	I have the time to do do-it-yourself projects.
76.4	I think the cost of professional labor is too high.
52.1	It is difficult to find professionals willing to do small fix-up jobs.
76.9	When minor repairs are needed it is usually better to do them yourself than have professionals do them.
58.4	If easy-to-follow instructions were available, I would be more willing to tackle do-it-yourself projects.
27.5	Information is easy to find on do-it-yourself projects.
55.6	I have more self-confidence about do-it-yourself projects than do most people.
28.4	My neighbors or friends come to me as a source about do-it-yourself projects.
36.6	I feel more confident about my ability to do-it-yourself than I did 12 months ago.

Source: Do-It-Yourself Research Institute, January 1982 Survey.

HOW TO NAIL (from 76)

"expedient" do-it-yourselfer. He is convenience oriented and is a middle class, moderate do-it-yourselfer.

The "price constrained" is a light do-it-yourselfer — anxious about his work. He isn't confident of his skills and tends to be of low income and low education.

The "inflation pressured or traditional do-it-yourselfer" is good at fixing things. This heavy do-it-yourselfer is likely to be a white collar worker with a large family, burdened with the feeling of not getting ahead. Although this group engages in a lot of home improvement projects, it is done because of the cost savings.

The "self-assured confident do-it-yourselfer" also is a heavy do-it-yourselfer, but he likes the work. Over 50% of this group engages in seven or more projects per year. This group is of high income and high education. It is this do-it-yourselfer that the neighbors turn to for answers about how-to questions.

A group that has recently emerged on the scene is the contemporary female. So far, she is considered part of the "reluctant" group of do-it-yourselfers, but marketers are seeking to persuade her otherwise.

The reluctant group is likely to be of low-to-medium income, and is more likely to rent than own a home. In addition, their confidence in abilities to improve their homes is low.

The Research Institute notes that this group is the first to drop out of the market if the trend toward do-it-yourself declines.

Although the do-it-yourself market has been growing in terms of dollars by 15% to 20% a year since 1970, future indications are that it will slow to 10%. The biggest years for home improvement projects undertaken by the owner were the recessionary years 1973, 1974 and 1975.

But it is more than likely that the do-it-yourself market will continue to prosper as females become more involved and as marketers become more sophisticated in encouraging homeowners to learn how to be their own carpenters.

Rebecca Fannin

How not to do Do-It-Yourself

At least one do-it-yourself marketer has learned a difficult lesson — that sometimes it doesn't pay to persuade homeowners to undertake costly home improvement projects by themselves.

Tampa-based shingles manufacturer, Celotex Corp., spent $1 million in media to encourage homeowners to climb up on the roof.

The idea of roof-it-yourself may have been good, but the timing was off. As spot tv and spot radio ads hit, the roofing market dropped. Housing starts plummeted. Renovations slowed.

And in-demand roofers suddenly were left empty-handed. The natural occurred. Professional roofing contractor prices declined, and the anxious, not-so-confident roof-it-yourselfers sought the trained experts.

However, Celotex ad director, Ken Schweikhart, claims that if the roofing market had held, the campaign would have worked.

"People were crying out for a way to roof their homes," he says, "and we were the first marketers to respond."

But competitors say that wasn't the real reason that the roof-it-yourself promotion failed. Retailers objected to the campaign, they note, because salespeople thought it was a hassle to tell novices how to roof their homes.

Schweikhart, however, maintains, that he never heard retailer complaints.

Since the campaign's failure three years ago, Celotex has taken a neutral position to roof-it-yourself — a stance that Owens-Corning has favored.

"We don't provide extensive roofing information because of the dangers of falling off the roof," says Jim Worden, marketing communications manager.

But Owens-Corning, regardless, provides explanatory booklets and stages in-store instructional clinics to "take the mystery out of the roofing job."

Home improvement expenditures by length of residence

Index	All do-it-yourselfers	Do-it-yourselfers in residence 1 to 2 years	Do-it-yourselfers in residence more than 2 years
Number of Projects	100.0	163.9	94.4
Number of Hours	100.0	164.4	94.5
Dollars Spent	100.0	146.1	96.0

Source: Do-It-Yourself Research Institute, January 1982 survey

Dollar growth rate of home improvement market (real and projected)

(in billions)

Year	$	% growth	Year	$	% growth
1970	17.5	N/A	1981	53.3	3.7
1971	18.5	5.7	1982	61.8	15.9
1972	20.0	8.1	1983	71.9	16.3
1973	22.3	11.5	1984	82.0	14.1
1974	25.2	13.0	1985	91.2	11.2
1975	29.7	17.9	1986	102.1	12.0
1976	33.2	11.8	1987	114.5	12.1
1977	37.6	13.3	1988	128.4	12.2
1978	42.1	12.0	1989	142.4	10.9
1979	47.4	12.6	1990	156.0	9.6
1980	51.4	8.4			

Source: Bureau of Building Marketing Research, Building Supply News, Data Resources Inc. and DIY Research Institute

Research, well planned and executed, can be highly beneficial to the industry. Witness the success of Joe Kohler in gathering and using research tools to sell his Ski View Network. He asked questions and heeded advice about the need for research and has been able to attract many national clients. He used actual attendance figures from ski areas, an impression study by Robert M. Chase and Associates, a Nielsen study on Skiing Participants and a Simmons study on Skier attitudes and awareness.

Let's hope that he and others will continue to update and expand their research. After all, tv or radio stations would not expect to survive long with one rating period that is three or more years old. Newspapers or magazines cannot afford to rest on laurels attained eons ago. They must continue to stand the tests of *frequent* reports in order to be accepted by the advertiser and his current agency of record.

In discussions with other Out-of-Home Media buyers, the consensus is that *now* is the time for Plant Operators to invest in the future. *Now* is the time to guarantee that future. The buyers who believe that Out-of-Home Media is a valuable asset in an advertiser's media plan need more sophisticated tools to sell it just as much as does the Out-of-Home sales representative.

We just made Detroit's number 2 newspaper more number 2.

ABC confirms it. The latest circulation figures* show that once again The Detroit News has increased its lead over the number 2 paper.

What's more, in the big 46-billion-dollar metro Detroit market, The News has jumped ahead by over 100,000 papers daily and almost a quarter of a million on Sunday. And 3 out of 4 are home delivered. No amount of newsstand nose-counting can change that fact.

What makes Michigan's largest newspaper Michigan's fastest growing newspaper? Advertisers know. So do more and more readers. It's a better paper.

*ABC FAS-FAX March 31, 1983.

The Detroit News
MICHIGAN'S LARGEST NEWSPAPER

A MEMBER OF ENA THE EVENING NEWS ASSOCIATION

AGRI MEDIA

By MEL DOLINKY
media director, Bader Rutter, Brookfield, Wisconsin

Cams is here: do we need it?

Farm radio has always been a difficult media to analyze in traditional terms. The last major study which attempted to bring order to chaos was the Doane Study, which generated criticism from many quarters.

Recognizing that the Comprehensive Agri Media Study (CAMS) is not perfect, and that it has numerous areas which allow for too broad an interpretation, it still represents an upgraded effort to create a tool to help target the spending of media dollars.

Data was collected in 7 day diaries distributed to 24,000 farmers, with an expected return rate of 42%. Two basic types of reports are available:

1. A standard version based on income.
2. A comprehensive breakout by crop industry.

Network , station, or geographic consolidations will be available, as will a farm broadcaster report.

The research is being provided on a very detailed and targeted basis. You can look at groupings of counties, or you can look at broad income categories. You can really target in on a specific market.

For an example of why good target marketing is essential, look at some of the figures shown in the report on the CAMS study:

— Farmers spend nearly $142 billion each year on farm inputs;

— 30% of all farms buy 85% of all farm inputs and account for 95% of all cash farm receipts;

— Farmers grossing $200,000+ are 6% of the total and buy 42% of all purchased inputs.

— Farmers grossing $99,000 to $199,999 bought 41.5% of all purchased inputs.

How's that for market concentration?

Another reason we need to really target closely in media studies is because there *is* money being spent by farmers and the competition is keen.

Farm money was spent as follows:

Item bought	$ (Billions)
Feed	19.2
Machinery & Equipment	10.8
Interest	10.3
Fertilizer, lime, & soil conditioners	9.8
Livestock, poultry, & related purchases	9.7
Fuels & Energy	9.5
Buildings & Fences	8.8
Seeds & Plants	4.7
Agricultural Chemicals	3.3

And that totals $86.1 billion.

Interestingly, media spending by category does not parallel the farmer category spending trends as you might expect. The print ag media spending goes as follows:

1982 Spending
Print

Category	$ (million)	%
Crop Chemicals	$55.5	30%
Animal Health	$31.2	17%
Field Equipment	$28.9	16%
Material Handling	$18.9	10%
Seed	$16.4	9%
Autos	$10.1	6%
Miscellaneous	$21.5	12%
	$182.5	100%

Source: April, 1983 Agri Marketing

With these spending levels, good research is needed and good targeting spending required. But, a major question does come to mind regarding this study: "Is it really necessary to develop the data collected to such a high level?" Or, put another way, "Does enterprise affect listening patterns?

If (and this is a BIG "IF") the study shows similar listening patterns by the various crop or industry breakouts, why not limit studies to just income breakouts?

We've been asking for more and more specific research in the ag field, and now we are beginning to get it. Let's be sure we need it and that it is significant.

RESEARCH
By CHARLES D. KNEPPER
media director, senior vp,
Lang, Fisher & Stashower, Cleveland

Researcher radio: results oriented

Small market radio. It is an advertising medium that reaches an estimated 29% of all American households, over 55 million people with a total annual buying income of over $1.2 billion. Yet this specialized, results-oriented medium is often overlooked by advertisers and ad agencies who have traditionally concentrated on major metropolitan stations and formats.

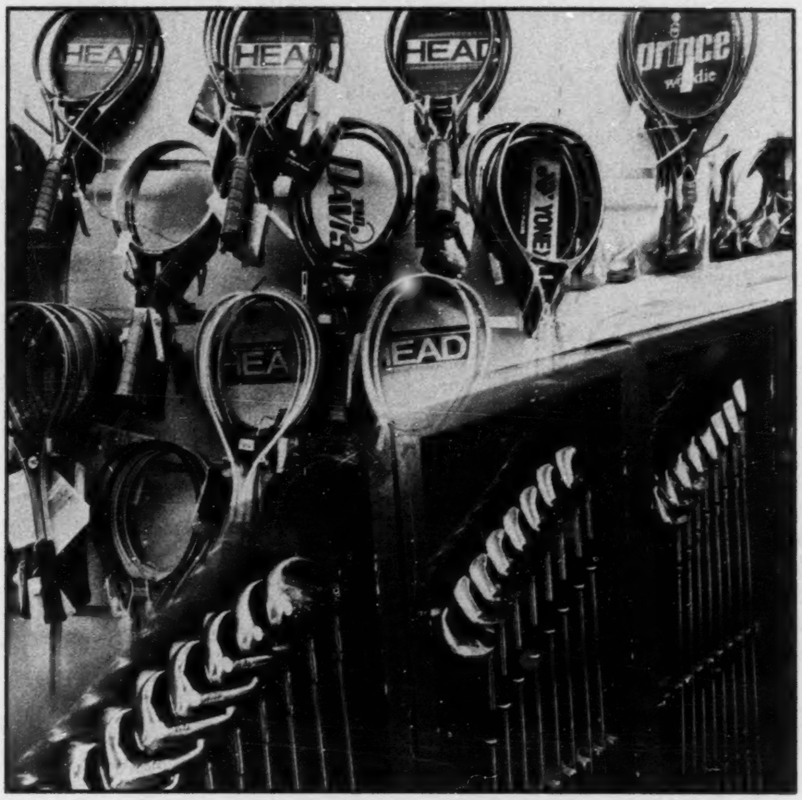
The reason why single-station and C and D counties are bypassed in media buys is typically short-sightedness that results from a true lack of knowledge about smaller markets. Often, national and regional campaigns will focus on metro stations in the belief that "spill" from these stations will deliver results to the non-metro areas of a given ADI. The absence of small market media campaigns is further rationalized by a lack of ADI numbers and other standard data.

Nearly all advertising data used in evaluating radio is geared for metropolitan areas. The terminology used to describe station formats, for example, usually do not apply to a small local radio station. A small market radio station would be categorized more accurately by formats which imply detailed coverage of local high school sports, community events, church calendars and other specialized community issues; categories like R&B, rock, jazz or new wave would hardly apply.

John H. Geis, senior vice president at Wells Rich Greene, in an article in *Advertising Age* ("How Much We Know," June 22, 1981) alluded to the special understanding and treatment that smaller markets require. Geis cautioned, "When numbers become the sole criteria for making media decisions, we have a sad state of affairs." Geis' warning is especially relevant when using ADI numbers to evaluate non-metro stations. Keyed to metro markets, Arbitron's samples do not (nor are they intended to) reflect the strength of smaller market stations in their home town or county. To the extent that the non-metro population represents a client's marketplace, proper evaluation and employment of non-metro stations can have a very positive effect on the results of a regional or national campaign.

Small market radio has its own particular strengths and advantages. Concentrated local interest is perhaps the single greatest benefit that small market radio offers. For many of the same reasons that suburban newspapers have grown significantly in popularity, small market radio makes good sense as an advertising medium.

By focusing on local news, sports and community affairs, which can attract a high degreee of audience attention, smaller stations can reinforce advertisers penetration levels which have been instituted on metropolitan radio stations in larger A and B counties. It is this opportunity for tailor-made local



The old ball game

Although unit sales have been flat for the past year, sporting goods marketers posted good returns with price hikes that ran higher than inflation. Highly targeted media strategies keep advertising expenditures to a minimum, and efficiency at a premium. But in 1983, the more daring of sports equipment marketers are using broader reach media to prospect not only for brand customers, but new participants in the games themselves.

Whether it be for fitness or fun, Americans are investing more time and money in sports equipment and activities.

While joggers are seen everywhere, they represent only the tip of the iceberg. Although they spawned the running shoe industry, joggers give only a hint of what's going on at the nation's golf courses, tennis courts and bicycle trails.

The passion for fitness and a healthy, trim, robust body is finding expression in numerous areas, as health clubs increase in number and body building equipment finds its way into an increasing number of homes.

The expansion of the sporting goods market in recent years is not attributable to advertising and marketing. Rather, the interest in physical activity seems to have sprung from the nation's collective psyche rather than the corner suite of a New York advertising agency. The benefits and satisfactions of physical activity are too self-evident to need a push from Madison Avenue.

1982 media expenditures for sporting goods

Brand	Total	Magazines	Network tv	Spot tv
		Bicycles		
Murray	$1,187,800	$ 37,000	—	$1,150,800
Huffy	969,100	—	—	969,100
Schwinn	305,400	68,600	—	236,800
		Golf		
Acushnet	3,736,000	1,504,800	2,231,200	—
Wilson	4,620,900	2,082,800	2,520,300	17,800
Spalding	2,948,200	1,206,600	1,655,400	86,200
McGregor	1,398,000	833,300	564,700	—
		Tennis		
Prince	1,945,800	1,306,400	654,400	—
Head	1,804,100	1,107,500	657,800	38,800
Wilson	1,755,800	1,516,500	209,300	—

Source: Leading National Advertisers, Publishers Information Bureau, Broadcast Advertising Reports.

Last year, while the economy was coming out of the shadows of a recession, the sporting goods business sales dollar increases stayed ahead of inflation. But unit sales, particularly of tennis and golf equipment, and bicycles, remained fairly flat, according to the Sporting Goods Marketing Association.

In terms of dollar figures, golf equipment marketers had a good 1982, as sales dollar figures soared 16% from $412.6 million in 1981 to $492.8 million last year. Tennis equipment sales climbed 11% from $286.6 million to $353.5 million last year. And bicycles, which continue to sell at an eight million a year clip, ran up a 10% increase, with dollar sales rising from $1,148.0 billion to $1,229.0 billion in 1982.

Donald Kasen, information specialist at the National Sporting Goods Association in Washington D.C., who compiled the data, says that "1983 looks like a very good year. Although we don't have figures in yet, it looks as though 1983 will be up over 1982 by the same margin as '82 was up over '81."

At the Sporting Goods Marketing Association, a spokesman sees the sale of tennis rackets as being flat in general, with activity in the mid- and over-size range, and in graphite rackets. Dollar sales are expected by the association to keep pace with inflation.

In golf equipment, increased sales activity is expected in colored golf balls and new metal "wood" clubs, which are becoming popular.

Major advertisers in sporting goods continue to be golf and tennis equipment manufacturers. But by comparison to other industries, media totals are low. In 1982, marketers of golf equipment spent $21,685,400, according to data from Leading National Advertisers, Broadcast Advertising Reports and Publishers Information Bureau.

Tennis manufacturers spent $7,777,200, according to the same sources, and bicycle manufacturers spent not much over $6 million.

Advertising by health clubs is mostly local, consequently not trackable, save for nationally franchised chains such as Jack La Lanne, Vic Tanny and Holiday Spas. And those three were around well before the fitness syndrome hit the nation. Biggest spender among that trio is Holiday Spas, which antied up $2,216,200 last year.

Overall, sporting goods marketers use a print/network television mix with magazines getting a slight edge from major advertisers. Generally, equipment makers have a particular product benefit story to tell consumers and want to relate it in adequate detail. Consequently, print, particularly magazines, occupy a favored place in the media plan.

Bicycles

With eight million bicycles a year sold in the U.S. — about as many as new cars — it could be assumed that bicycles are big business. Prices for bicycles range anywhere from $90 for a mass market two wheeler to $600 for a custom lightweight bike.

Dollar sales are over $1 billion, one of the top categories among sporting goods.

And like the other segments of the sporting goods market, bicycle manufacturers are precisely aimed target marketers. Only three bicycle marketers spend over $1 million in advertising: Huffy, Murray and AMF. All three of these brands are aimed at the mass market.

The upscale manufacturers and importers spend considerably less. Raleigh, now a division of Huffy, spends about $700,000; Schwinn about $350,000. Ross and Motobecane, with more expensive bikes, spend even less.

The market is segmented by price, as well as by type of bike. A BMX bike, a moto-cross bike for dirt track riding, is aimed at the juvenile to early teen market. The lightweight 10-speed is marketed to all ages over 14.

But while bicycles are sold to the mass market, bicycle manufacturers and importers refuse to take a mass market approach. They want to reach the consumer with serious interest and purchase intentions. Consequently, such mass market media as network tv and newsweeklies, even national sports magazines, are eschewed.

Generally, bicycle marketers look in askance at the way advertisers allow wastage to diminish the efficiency of their media buys. They also put a premium on sales promotional efforts to build business for local dealers who don't have the facilities for sales promotion or merchandising.

The bicycle market is dominated by two mass marketers, Huffy and Murray, who between them hold 80% of the U.S. bike market. Both extend their grip on bicycle sales with private label manufacture for a variety of retail chains.

Huffy

Huffy is to the U.S. bicycle market as General Motors is to automobiles. With its two bicycle divisions, Huffy and Raleigh, including private brand manufacture, the company commands between 40% and 45% of the bicycle market. And just on a branded basis, between 30% and 38% of the market.

Huffy markets to all segments of the mass bicycle market with Moto-Cross bikes for youngsters between 8 and 14, and 10, 12 and 15 speed bicycles for teens and adults, some lightweight racing bikes and a new line to be introduced this Fall, called First Bikes, for the toddler market. This is a miniature bicycle for the 2 to 5 year old set and it is not a plastic knock-off.

The intricacies with which Huffy pursues its various markets is explained by Phyllis McCullough, corporate advertising manager for bicycles.

"For Huffy, we have two major flights a year, Spring and Fall, and a small continuity program in between. Overall, including Raleigh, we spend between $3 million and $4 million," she said.

Moto-Cross bikes, she says, are advertised on spot tv, in all the BMX vertical Moto-Cross magazines and in *Boy's Life*. The bulk of the funds for this line go into spot tv.

Ten speeds are advertised entirely on spot television.

The job of market segmentation really begins with Raleigh. "The audience for Raleigh segments cleanly and specifically," she says. "For openers, we have a broad consumer print campaign running in *Sports Illustrated* and *Playboy* to position the brand with a broad reach. In addition, we use activist buff books including *Ski* and *Backpacker*. The list also includes such enthusiast publications as *American Wheelman, Bicycling* and *Bicycle Forum*.

The Raleigh market is further segmented for cyclists interested in high performance and racing. To reach this group, *Bicycle Sport Magazine, Winning* and special edition bicycle quarterlies are used.

Raleigh also goes after the bicycle segment interested in cross-country touring with specialist publications and for the die-hard racing enthusiasts, with space in *Racing, Velo News* and *Cycling USA*. The recently developing segment interested in marathon racing is also reached with vertical publications aimed at marathon enthusiasts.

In addition to national advertising, Huffy also has a co-op program with funding based on dealer sales. However, Huffy administers this program entirely. Spot radio and newspapers are used and local dealer lists are included.

"This co-op program was enormously successful," McCullough says. "Dealers ran out of products in many areas."

Another key to the Huffy program is sales promotion. The backs of Cheerios and Wheaties boxes have been used to promote contests associated with Huffy in which entrants could win a racing jersey.

McCullough says that finely targeted media campaigns are a lot of work and that "when you segment, you can't give the same message to everyone." But she also thinks other U.S. industries suffer from not being as finely tuned as the bicycle industry.

"Other businesses don't think in terms of pure marketing effort. You must invest in advertising and sales promotion. Any business that wants to expand must do a lot of marketing for its dealers."

She also thinks many agencies don't understand the nature of finely segmented marketing. "They would evaluate the enthusiast publications on a numbers basis and reject them. You must be in touch with the marketplace to know which ones to use."

She also adds that the U.S. bicycle industry has just about the lowest advertising cost to sales ratio of any field of business, mainly because its members select media on the basis of exact audience targeting.

GOLF

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Geographic Region	Total Participants (Millions)	Incidence (Per 100 Persons)	Percent of Total Participants	Male Market	Male Participants (Millions)	Incidence (Per 100 Males)	Percent of Male Participants	Female Market	Female Participants (Millions)	Incidence (Per 100 Females)	Percent of Female Participants
Total U.S.	**18.90**	**8.60**	**100.00**	**Total Males**	**14.40**	**13.50**	**76.10**	**Total Females**	**4.60**	**4.00**	**23.90**
Northeast	4.60	9.70	24.40	Under Age 13	.50	2.70	4.10	Under Age 13	.10	.70	3.30
North Central	6.50	11.40	34.20	13-17 years	1.60	17.20	11.20	13-17 years	.10	2.20	4.30
Southeast	3.10	6.20	16.70	18-24 years	1.90	14.20	13.80	18-24 years	.40	3.40	10.90
Southwest	1.40	6.30	7.90	25-34 years	3.60	19.80	25.00	25-34 years	1.00	5.10	21.40
Mt./N.W.	1.90	10.10	9.70	35-49 years	3.10	18.00	21.90	35-49 years	1.10	6.10	24.80
Calif.	1.30	5.80	7.10	50 years +	3.40	13.60	24.00	50 years +	1.60	4.90	35.30

Household Income	Incidence (Per 100 Households)	Percent of Total Households	Achievement Level	Incidence (Per 100 Households)	Percent of Total Households	Male Education	Incidence (Per 100 Households)	Percent of Total Households	Household Size	Incidence (Per 100 Households)	Percent of Total Households
All Households	**17.00**	**100.00**	**All Households**	**17.00**	**100.00**	**All Households**	**17.00**	**100.00**	**All Households**	**17.00**	**100.00**
Under $10,000	3.70	5.00	Low	12.10	16.50	Up to H.S.	5.80	4.10	1 Member	13.00	17.20
$10,000-$14,999	11.60	9.80	Low-Medium	17.00	28.80	High School	15.90	22.00	2 Members	15.30	31.40
$15,000-$19,999	14.60	10.30	Medium	15.70	19.40	Some College	23.20	22.10	3 Members	19.90	20.20
$20,000-$29,999	21.20	31.90	Upper-Medium	18.60	16.80	College	26.80	18.20	4 Members	18.80	16.60
$30,000 & Over	28.40	43.10	Upper	26.30	18.50	Post College	25.40	19.90	5 + Members	23.20	14.60

BICYCLING

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Geographic Region	Total Participants (Millions)	Incidence (Per 100 Persons)	Percent of Total Participants	Male Market	Male Participants (Millions)	Incidence (Per 100 Males)	Percent of Male Participants	Female Market	Female Participants (Millions)	Incidence (Per 100 Females)	Percent of Female Participants
Total U.S.	**74.50**	**33.70**	**100.00**	**Total Males**	**36.60**	**34.40**	**49.20**	**Total Females**	**37.90**	**33.10**	**50.80**
Northeast	17.10	35.80	22.90	Under Age 13	12.20	55.80	33.30	Under Age 13	11.00	52.80	29.10
North Central	21.40	37.40	28.70	13-17 years	6.00	63.80	16.40	13-17 years	5.20	57.80	13.90
Southeast	14.50	28.60	19.50	18-24 years	4.30	30.90	11.80	18-24 years	5.60	38.80	14.80
Southwest	7.60	32.30	10.30	25-34 years	6.40	35.30	17.60	25-34 years	7.00	37.10	18.50
Mt./N.W.	6.70	36.20	8.80	35-49 years	4.60	26.60	12.70	35-49 years	5.50	29.80	14.60
Calif.	7.20	31.10	9.80	50 years +	3.00	11.80	8.30	50 years +	3.40	10.60	9.00

Household Income	Incidence (Per 100 Households)	Percent of Total Households	Achievement Level	Incidence (Per 100 Households)	Percent of Total Households	Male Education	Incidence (Per 100 Households)	Percent of Total Households	Household Size	Incidence (Per 100 Households)	Percent of Total Households
All Households	**40.20**	**100.00**	**All Households**	**40.20**	**100.00**	**All Households**	**40.20**	**100.00**	**All Households**	**40.20**	**100.00**
Under $10,000	21.30	11.90	Low	40.60	23.40	Up to H.S.	19.70	5.90	1 Member	28.00	15.50
$10,000-$14,999	36.90	13.20	Low-Medium	43.60	31.10	High School	41.60	24.20	2 Members	25.70	22.30
$15,000-$19,999	40.60	12.10	Medium	35.70	18.50	Some College	50.80	20.40	3 Members	47.70	20.50
$20,000-$29,999	50.30	31.90	Upper-Medium	40.50	15.50	College	50.90	14.50	4 Members	64.50	24.00
$30,000 & Over	48.40	30.90	Upper	39.00	11.60	Post College	52.00	17.10	5 + Members	66.80	17.70

Murray

The story at Murray is similar to the one at Huffy, a schedule with two flights, Spring and Fall, and highly targeted print media. Murray holds the number two spot in bicycle sales.

Dan Van Vickle, advertising manager at Murray, says the company's flights are based on demographics. "Our fall campaign is geared to juveniles, 8 to 14. The spring campaign is aimed at teens."

Dayparts used in spot tv include late afternoon fringe and Saturday mornings. "We use spot because we don't have the budget for a full-blown network television thrust. We advertise in the top 50 markets, strongly in the major metros."

Print is also used, confined to vertical bicycling books, as well as *Boy's Life*. Murray also plugs its affiliation with the Olympics as supplier of bikes for the U.S. Olympic Team with ads in *Bicycling* and *Velo News*.

Schwinn

Schwinn goes after a mostly upscale market with a modest budget, just over $300,000, and does it carefully. Print production manager, Paul Chess, says, "You just can't be in every vehicle that makes a good case for itself. Theoretically, everyone is a prospect for a bicycle but there is only so much you can spend."

Schwinn will be in 28 markets this Fall with a spot tv campaign. In magazines, in addition to enthusiast books, Schwinn uses outdoor activist publications, including *Outside, Back Packer* and the *Sierra Club* magazine.

Schwinn's budget for 1983 is about the same as the '82 budget, not over $350,000.

Others

The more upscale bicycle brands, Ross, Motobecane and the imports, follow the same principles and generally restrict their advertising to the vertical publications that reach the enthusiast audience.

Golf

Like bicycle manufacturers, the makers of golf equipment are dedicated target marketers. Perhaps it has

TENNIS — OUTDOOR

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Geographic Region	Total Participants (Millions)	Incidence (Per 100 Persons)	Percent of Total Participants	Male Market	Male Participants (Millions)	Incidence (Per 100 Males)	Percent of Male Participants	Female Market	Female Participants (Millions)	Incidence (Per 100 Females)	Percent of Female Participants
Total U.S.	**17.40**	**7.90**	**100.00**	**Total Males**	**9.40**	**8.80**	**53.90**	**Total Females**	**8.00**	**7.00**	**46.10**
Northeast	3.90	8.10	22.20	Under Age 13	1.00	4.80	11.20	Under Age 13	0.50	2.60	6.80
North Central	4.10	7.10	23.40	13-17 years	1.30	14.20	14.20	13-17 years	1.80	19.80	22.40
Southeast	3.60	7.20	21.00	18-24 years	1.80	13.20	19.50	18-24 years	1.70	12.10	21.80
Southwest	1.80	7.90	10.70	25-34 years	2.60	14.70	28.40	25-34 years	2.00	10.60	25.00
Mt./N.W.	1.30	7.50	7.80	35-49 years	1.70	10.00	18.70	35-49 years	1.40	7.50	17.30
Calif.	2.60	11.10	14.90	50 years +	.70	2.90	7.90	50 years +	.50	1.50	6.60

Household Income	Incidence (Per 100 Households)	Percent of Total Households	Achievement Level	Incidence (Per 100 Households)	Percent of Total Households	Male Education	Incidence (Per 100 Households)	Percent of Total Households	Household Size	Incidence (Per 100 Households)	Percent of Total Households
All Households	**12.10**	**100.00**	**All Households**	**12.10**	**100.00**	**All Households**	**12.10**	**100.00**	**All Households**	**12.10**	**100.00**
Under $10,000	3.40	6.20	Low	10.70	20.40	Up to H.S.	2.40	2.40	1 Member	10.30	18.90
$10,000-$14,999	8.30	9.80	Low-Medium	10.40	24.70	High School	8.70	16.80	2 Members	8.30	23.70
$15,000-$19,999	9.70	9.60	Medium	11.30	19.40	Some College	14.20	18.90	3 Members	15.00	21.30
$20,000-$29,999	14.70	30.90	Upper-Medium	15.50	19.70	College	22.30	21.10	4 Members	16.50	20.40
$30,000 & Over	20.50	43.40	Upper	16.10	15.80	Post College	22.60	24.70	5 + Members	17.70	15.60

something to do with the game. The point, after all, is to get the ball in the cup in the fewest number of strokes despite numerous obstacles along the way.

The demographics of the game are definitely upscale. Golf requires for most a country club membership, a wardrobe, a car and a golf cart, if not a caddy. That all costs money. And who would dare admit playing on a municipal course?

Golf is more a participation sport than a spectator sport, although in the Northeast, most golfers are forced to the video sidelines by frigid weather. And that's when golf advertisers cluster in available tournament adjacencies to push their woods, putters and mashees.

As for print, there are fewer golf advertisers outside the vertical publications serving the sport than there are Hebrew prophets beyond the covers of the Old Testament.

Manufacturers of golf equipment say they don't have much money to spend on advertising, but then, the game did come from Scotland. In any event, the big brands in golf aren't spending any more than they must and spend it carefully. Their parsimony in media sets an example that some other industries could profit from.

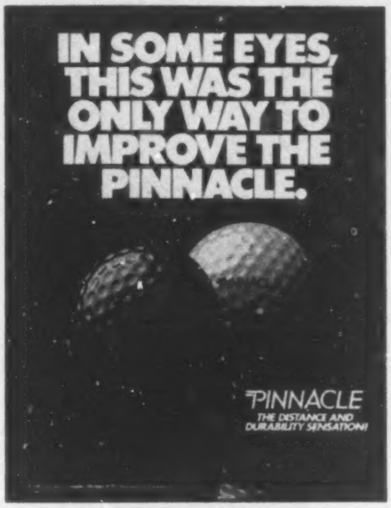
Wilson

This venerable name in sports equipment has the dubious distinction of being the biggest spender in the field. Last year, Wilson invested $4.6 million in measured media, nearly a million more than its closest rival, Acushnet.

Despite its plethora of funds, Wilson goes for the media hole-in-one with just as much dedication as the most meager spender.

Lynn Brown, account executive on Wilson's golf business at Leo Burnett, Chicago, says, "We spend Wilson's dollars against the golfer. We use the vertical golfing magazines. Wilson doesn't have enough money to go into mass audience magazines or take a broad reach network television schedule."

But if they could go media prospecting for golfers-to-be, where would Wilson go? Brown suggests there are some places. "I believe there is an opportunity to build business in the nonbuff magazines. One place you could go would be the consumer business publications, which are definitely upscale and receptive to this product category.


IN SOME EYES, THIS WAS THE ONLY WAY TO IMPROVE THE PINNACLE.
PINNACLE
THE DISTANCE AND DURABILITY SENSATION!

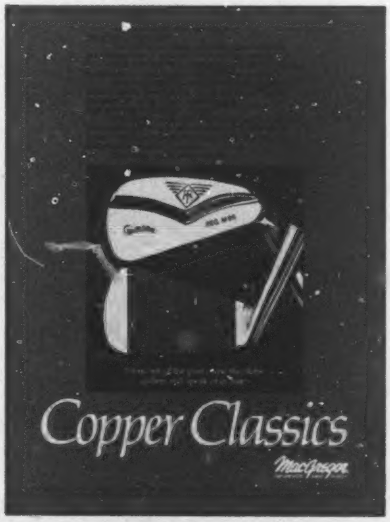
Acushnet uses stark, classic graphics for its Pinnacle balls.

"But the question is how much do you have to spend. The media schedule is a function of priorities. Golf equipment is just not heavily advertised," Brown says.

Spalding

With about $3 million to spend on media, Spalding is one brand pushing to break the industry mold on a tight media selection. According to Nancy Ferguson, account executive on the Spalding business at Hill, Holiday Connors & Cosmopolous, Boston, while buying in the traditional vehicles, golf buff books and televised golf tournaments, the brand started to expand last year beyond the elementary demographics.

MacGregor positions its clubs against the market's top end.



"We started to reach out last year beyond the enthusiast vehicles," she says. That innovation included pages in *Sports Illustrated* and *People*, as well as time in the National Basketball Association playoffs.

"That move into reach vehicles was stepped up this year and will increase next year. A part of the program was a network radio buy in April for golf balls and a promotional ad in *People* in June, which announced a 15 ball buy for the price of a dozen," she says.

"We're trying to reach people new to the sport. We're confident we're moving in the right direction. Business is good, but the effect of reach advertising is hard to measure," she adds. "But while we do this we will continue to support the core vehicles," she says, referring to the enthusiast books and tournament telecasts.

Acushnet

With close to $4 million to spend, Acushnet is able to take a slightly more adventurous approach to the golfing audience, but still can't be accused of going into the rough.

Robert Forbush, vp, sales and marketing for the golf division of Acushnet, explains the nature of the target audience. "Our primary emphasis is on the heavy golfer. Our experience and our research shows that the heavy golfer is the kind of person who purchases the kind of equipment we produce."

Targeting by Acushnet is very precise, with some diversity to account for seasonal variations in the game and the market.

Acushnet is a heavy supporter of network television golf tournaments. Network dollars are put in their entirety against tournament telecasts, about two thirds of the budget.

In print, Acushnet relies on the large buff books, *Golf*, *Golf Digest* and *Golf World*, for its vertical approach to the market. *Sports Illustrated* is used for broader reach and is the only mass audience magazine that Acushnet uses on a scheduled basis.

But while golf equipment has no real geographic areas of weakness, seasonality does play a role in marketing and advertising. Forbush noted that as the Northeast closes down for Winter, a media emphasis is put on the South. To get more winter weight in southern markets, Acushnet uses regional editions of *Sports Illustrated,* and on occasion, spot television, as well as regional splits of golf magazines.

Dayparts in spot tv found to be effective include early and late evening news and weekend sports events.

Magazine expenditures for 1982 came to $1,504,800, according to LNA and PIB.

MacGregor

For a game that developed in Scotland, it seems only fitting that MacGregor should be one of the legendary names in golf equipment. And it's said that in Scotland, when they tee-off, "if it's nee blowing or raining, it's nee golf."

When it comes to advertising, there's no doubt that MacGregor knows just where the green is. The marketer of the most expensive golf equipment runs a very tight schedule that focuses on the sport.

Joseph Oenberg, advertising director for MacGregor, says, "We know our customers are heavy and committed golfers. Ours is the most expensive equipment out there."

With an expenditure of about $850,000 in magazines this year, one might think there would be a bit of a spread, but that's not the case. Oenberg says, "We confine our magazine advertising to *Golf, Golf Digest* and *Golf World.* We have zero waste. These are far and away the best vehicles for us. We could go to the newsweeklies but we would get huge wastage."

Another $600,000 goes into network television and you can bet that it's not invested in a scatter plan. Oenberg said, "On network television, we are exclusively in golf tournaments."

Obviously, MacGregor knows it's not after duffers, but the golfers who have just as a keen sense of where the green is as does the company.

Tennis

It turns out that in tennis, size is everything. What was a stable market in the early 1970's changed dramatically in 1975 when Howard Head took his oversized racket about the industry and found that his only taker was Prince Manufacturing Company, which up to then had been making tennis balls.

Much to the shock and dismay of the rest of the industry, the U.S. tennis playing public was ready for an oversized racket and Prince was the king of the industry.

Head, which has been founded by Howard Head, and sold to AMF in the early 1970's, found its market dominance broken. Head is working to regain top spot.

The market is still dominated by Prince and Head, who hold between them about 75% of the market in terms of dollar sales, and 50% of the market in terms of units sold. They leave the under $50 business to Wilson and Spalding with no regrets.

Meanwhile, the battle continues between Prince and Head, as Head finds ways to diminish Prince's dominance.

The intensity of that battle can hardly be measured by advertising dollars, which for the entire category, totaled only $7,777,200 last year according to LNA. No single advertiser spent over $2 million.

U.S. bicycle sales

year	domestic	imports
1980	7,000,000	2,000,000
1981	6,800,000	2,100,000
1982	5,200,000	1,600,000
1983*	6,000,000	1,800,000

Source: U.S. Bicycle Manufacturers Association.
* Estimated.

Top four bicycle brands

1) Huffy
2) Murray
3) Schwinn
4) Columbia

Source: Industry estimates.

Prince

The market share leader, Prince is the beneficiary of Howard Head's design for an oversized racket. It was the case of marketing the right product at the right time, sort of the Miller Lite of the tennis business.

Prince is the spending leader in the industry and last year spent $1,954,800, according to Leading National Advertisers. As is typical in the industry, two thirds of that money was spent in magazines. The other third went into network television.

Prince is in the enviable position of holding 25% of the market in unit sales and an even higher share of dollar

THE LIMITED EDITION PRINCE BORON.
An individually numbered, precision tuned, high performance racquet with a sticker price of only $500.
Prince.
The sweetest spot in tennis.

◀ Prince goes up-scale with its prestige, oversize Boron racquet.

"I won Wimbledon with a standard-sized racquet in 1975. I wouldn't recommend it today."
A Slight Trade-Up In Size. A Giant Trade-Up In Power.
HEAD

Arthur Ashe is spokesman for ▶ Head's mid-price mid-size racquet.

sales. Prince markets eight rackets, all of them 110 square inches, with a price range running from just over $50 to $500.

Prince, in fact, holds a larger share of market than all the mid-size racket sales put together.

Prince's position was described by Michele Guss, account executive at Prince's agency, Waring & LaRosa. Guss is herself a tennis teacher and pro and she swears by the Prince Boron.

"Our audience studies show that the Prince purchaser is a frequent player, at least once a week. And we also know there is a market of people out there: tennis players who don't read the tennis books."

Consequently, while Prince does use just about all the enthusiast publications and sporting goods trade publications, the brand's ads may also be found in *People*, *Sports Illustrated* and the *New Yorker*, for the older demographic.

Prince advertises heavily on tennis tournaments, Ms. Guss says, spending double the amount put in by Wilson. "That's a perfect vehicle for us, for very seldom can you reach your audience selectively with television," she notes.

"But we're constantly evaluating different publications in terms of determining who we want to talk to. But we aren't putting all our eggs in the tennis enthusiast basket," she said.

Prince uses copy slogans this year such as "Prince — the sweetest spot in tennis," and for an ad running in September editions, "More ranked pros and juniors use the Prince than any other racket."

Prince is holding off the competition, although Head is coming back strongly, both in terms of marketing and design.

Head

This division of AMF has been on a roll for two years now, after market research showed how it could make copy points about the playing quality of its rackets. The account was related by Peter Hoover, tennis products manager for Head.

Up until the end of the decade, Head had been stressing materials in its copy for tennis rackets and not achieving notable success. But a series of focus group panels revealed that the size, rather than materials, is the key factor for most of the serious tennis playing public.

Consequently, Head was able to improve the sales performance of its mid-size racket, first marketed in 1978 to counter the onslaught brought on by Prince's oversize racket. Head positioned its EDGE racket as having the power attribute of the oversized racket, but without the loss of control.

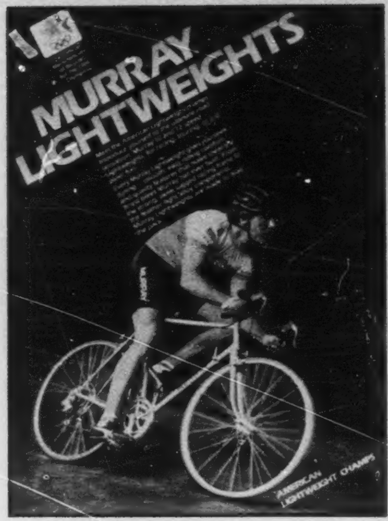
Further studies showed there was also a place for a Head oversized racket. The Prince racket was shown to be perceived as having defensive advantages. So when the Head oversized racket, Director, was introduced in 1982, it was positioned for "the aggressive serve and volley player." According to Hoover, the Director got a 14% market share in 1982 and is building to a 23% share this year.

But the problem, he says, was getting public awareness that Head has an oversized racket at all. Tournaments were staged with the Head and Prince rackets in which 60% of participants said they preferred the Head Director.

To reach the public with its message, Head is violating the shibboleth of enthusiast vehicles only. Head is using such upscale broad reach publications as *Atlantic*, *New Yorker*, *Esquire* and the East/West in-flight network books, as well as *Runner's World*, and the tennis buff books, Hoover says.

"We wanted to maximize our reach and frequency and have been able with less than $2 million to achieve a reach of 40 with a 4.0 frequency in magazines, and with tv, a reach of 95 with a 7-8 frequency." Television is restricted to tennis tournament broadcasts, because Simmons and MRI data show tennis players watch very little television save for tournaments, "It's tournaments or nothing in tv," Hoover says.

Hoover credits much of Head's recent success to the company's agency switch, which took the account from Benton & Bowles in Chicago to the smaller Earl Palmer Brown agency in Bethesda, MD., in January 1981. "We tended to get lost in the larger shop," Hoover says, "and our account was used for training new people."



Murray uses enthusiast books for its lightweight bicycles, stressing performance characteristics.

Currently, Head is running its production line in three shifts, making as many rackets as it can, and still can't keep up with demand. "It's a nice situation to be in," Hoover admits, "but the dealers are annoyed because they can't get enough products and are back-ordered."

Conclusions

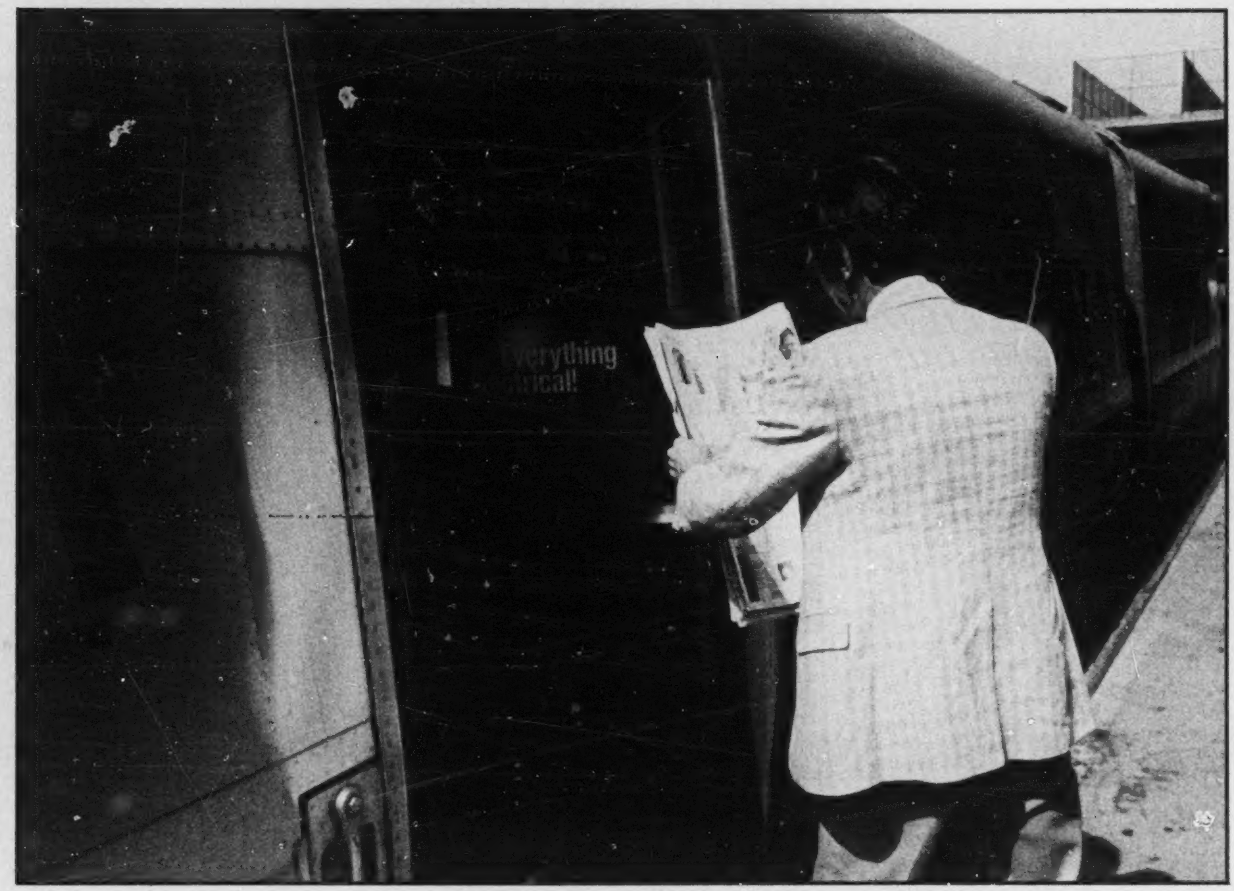
The sporting goods industry is one where target marketing and advertising have been carried to their ultimate extension. On the one hand, there is no wastage in the media buy; on the other, unit sales have been flat, suggesting that a broader media range could stimulate interest in participation and eventually, equipment purchase.

In a sense, sporting goods marketers are speaking to prospects already sold on the sport but not on brand to purchase. Only a few are using media beyond enthusiast vehicles to prospect for recruits. But there are hints that the more adventurous marketers are looking for those fence sitters who have an itch to play at a particular sport but haven't quite gotten up the nerve to jump in.

If advertising isn't the best way to dragoon members of the population into sports participation, possibly a joint promotional campaign would pave the way.

Fred Gardner

Newspapers pause at the crossroads



The biggest advertising medium — newspapers — is on the brink of change. Central city afternoon papers are failing, readership has not grown and the new electronic media threatens to woo more newspaper readers. Yet suburban newspapers are taking up almost all the slack — their main attraction being heavy coverage of community news, where the population is swarming. National newspapers, too, are finding their own niche.

Newspapers are battling more than just a tough image problem.

This number one advertising medium, which claims a 30% share of total ad dollars, has been tarnished by more than one strike. It hurt when three large metropolitan newspapers painfully folded — the Philadelphia *Bulletin*, the Washington *Star*, the Cleveland *Press*. And it hasn't helped that the number of competitive newspaper towns is dwindling.

Still, newspaper's share of the total national advertising pie — currently about 7% — hasn't slipped, in spite of mounting publicity about the arrival of the electronic age, challenges by shoppers, suburban papers and cable, and socioeconomic trends that adversely affect newspaper reading habits.

Newspapers are clearly at a crossroads. They are dealing with a shift in population to the suburbs and the impact of competitive media.

At the same time, the number of adults reading a daily newspaper is down. In 1961, Audits & Surveys showed that 80% of total adults read a daily newspaper. But now, SMRB says only 67% do.

Percentage of U.S. adults reading a daily paper — average weekday

	1961	1980
All adults	80%	67%
By age		
18-29	74%	61%
30-54	83%	71%
55 – +	78%	71%
By education		
College Grad.	89%	78%
1-3 yrs. Coll.	88%	73%
H.S. Grad.	87%	69%
Not H.S. Grad.	72%	62%
By Occupation		
Prof./Mgr.	89%	77%
Cler./Sales	89%	72%
Crafts/Foreman	82%	66%
Other Emp.	69%	61%
By numbers of papers read		
One only	59%	54%
Two or more	21%	13%

Source: Audits & Surveys Study 1981, SMRB 1980

Although many newspapers in the Sun Belt are exceptions and morning newspapers continue to thrive, evening newspapers are on the decline.

Since 1972, the number of evening newspapers has dropped from 1,424 to 1,277 in 1982. Morning newspapers, meanwhile, have climbed from 320 to 399 during the same time period, according to the Newspaper Advertising Bureau. And as evening newspapers have found the fight to deliver the paper against homeward-bound traffic jams too much, they have also shifted to all-day publication. The number of all-day newspapers has jumped to 34 in 1982, compared to 17 in 1972.

A lot of factors are blamed for the plight of the afternoon newspapers. The shift in population to the suburbs, the increasing number of Blacks and Hispanics in the central city and the growing influence of city magazines and television news have all been cited for declines in evening newspaper readership.

The growth of suburban papers has been dramatic but has not offset declining circulation of central newspapers. But increasingly, suburban newspapers offer growing competition to the metropolitan dailies. To maintain their position, metropolitan papers are offering zoned editions and are stepping up coverage of suburban news. For advertisers, newspapers are delivering inserts to the entire market. Approximately one-third of papers with circulation over 100,000 offer this total market coverage program to advertisers.

Advertisers are aware of developing newspaper readership habits, but few buys are influenced by the emerging data.

"Our buys have not been significantly altered by newspaper changes in readership," says Bill Alenson, director of advertising and promotion at United Airlines. "I still buy or target audience in the most efficient and effective way.

"We buy newspapers for broad reach advertising programs — like to announce new prices," Alenson says. "But to reach the frequent business flier, we also go into the largest metropolitan dailies."

At Penney's, newspaper readership trends are taken into account, but do not specifically alter buys, according to James Boynton, manager of media planning.

"We are not using newspapers any less, we just are using them more specifically," Boynton says. Penney's has diverted some of its substantial print dollars to the new electronic media as metropolitan papers have lost readership because of migration to the suburbs. But Penney's is also using *Pennysaver* and other free-circulation newspapers where daily and weekly newspaper circulation is not adequate, Boynton says.

In a more positive vein, newspaper readership has been given a boost by the unexpected success of the nation's first daily newspaper, *USA Today*. Although many critics doubted that readers and advertisers would support a general interest daily, Gannett's new brainchild has proven them wrong. After only one year, circulation had climbed to more than 1 million.

The New York *Times* national edition also has prospered. Launched in August 1980, the national press run weekdays is 100,000 and Sundays is 200,000. Meanwhile, the Wall Street *Journal*'s circulation has climbed steadily from 1,927,963 two years ago to 2,036,789 as of March 1983, according to figures from the Audit Bureau of Circulation.

Supermarket tabloids such as the *Star*, the *National Enquirer*, the *Globe* and the *National Examiner* also are on the leading edge of circulation gains. The *Enquirer*'s circulation has climbed from 1.8 million in 1970 to over 5 million. The *Star*'s circulation as of December 1980 was 3.5 million, but has since risen to 4.8 million.

But national advertisers have not flocked to their pages. A dominant percentage of ad dollars comes from direct response advertisers.

In addition, an important measure of newspaper readership recently has been upgraded.

Newspaper researchers, Simmons Market Research Bureau and Scarborough Research Corportation, have found this year that newspaper pass-along is 25% higher than expected. The benchmark of 2.2 readers per copy had been a standard measure of newspaper reading for many years. But this year, both research firms' national studies agree that readers per copy range is from 2.73 to 2.77. (See related story in this issue, pg. 70.)

> **“Some of those in the lower socioeconomic groups have given up on reading the metropolitan newspaper. They are getting national and international news from the television and looking to community papers for local readership”**

The new figure refers, significantly, to the top markets, which generate about 80% of national advertising.

One reason the figure could be higher is that past studies measured all dailies. These measure the top 40 or 50 ADI's.

The reports show that there is a steady progression from high readers per copy in the larger markets to low numbers in the small ones, according to Jeremy Sprague, vp, director of research and sales development at newspaper representative Cresmer, Woodward, O'Mara & Ormsbee.

Sprague points out that the big markets where the national advertising is sold are getting almost twice the readers per copy as that of the small ones.

Although several negative newspaper reading developments have disturbed newspaper publishers, experts say a healthy appetite for the solid news coverage daily newspapers deliver remains.

"The fact that the average educational level is starting to go up again is a good omen for the newspaper business," says John Morton, newspaper analyst with Lynch, Jones & Ryan in Washington, D.C.

"The socioeconomic trends occurring play up to newspapers' strengths," he adds. "Real income has been going up and there is more leisure time.

"We are very optimistic about newspapers' strengths," Morton notes.

Morton, however, points out that metropolitan papers' growth in several markets has been sluggish.

"We have noticed the shift away from metropolitan dailies to community papers and weeklies," he says. This means that there really hasn't been a decline in newspaper readership, Morton explains, noting that most readership studies of newspapers haven't picked up this trend.

Morton notes, however, that there has "some erosion" of readership in the lower socioeconomic group. "Some of those in the lower socioeconomic groups have given up on reading the metropolitan newspaper. They are getting national and international news from the television and looking to community papers for local readership," he says.

Ken Noble, a vp and newspaper analyst with Paine Webber, says that declining newspaper readership has been accentuated in the 1970's by the postponement of marriage and the growing restlessness of the young.

"The newspaper industry believes that the principal newspaper readers have a stake in the community, which increases with home ownership and families," Noble says.

But Noble predicts that in the 1980's, demographic trends should help to improve readership.

He notes that Sunday newspaper readership is picking up and that suburban papers' growth is outstripping metropolitan papers. "These two trends will not only continue but they will be long-term," Noble predicts.

Noble expects circulation, especially street sales, to pick up with improved demographics and an improved economic picture.

But Noble cautions that the few competing newspaper markets could become even scarcer. But growth markets, such as Dallas and Houston, should continue to be able to support two newspapers. Noble explains that the power of any one medium over the population will diminish as the entire media field segments into specialized interests.

First as many mass circulation magazines became a plethora of competing special interest publications, Noble expects that newspapers will follow that same general trend.

He notes that newspapers are already starting to break into specialized interests, pointing to an all-sport edition on the West Coast, Spanish language edition papers and an evening business newspaper.

"I foresee that in ten years, newspapers will be available in segments. For instance, you could just purchase the lifestyle edition or the classified section on Sunday," Noble predicts.

The growing influence of suburban newspapers cannot be ignored. Since the Washington *Star* folded, a chain of suburban newspapers, the Journal Newspapers in Washington, went from weekly to daily circulation. Readership following that move has jumped from 128,000 to 146,000. In addition, national advertising in that chain of suburban newspapers has doubled.

The suburban newspapers in St. Louis are particularly strong. There, two suburban newspaper publishers have joined forces for a total free-circulation of more than 900,000 — higher than the combined circulation of the two major metropolitan dailies, the *Post Dispatch* and the *Globe-Democrat*, which have 500,000.

What is helping many suburban newspapers is that many suburbs are attracting corporate headquarters. More suburbanites also work in the outlying areas, making it more likely that they will read only the suburban newspaper.

Gannett's Westchester-Rockland chain north of New York City profits from this trend. Westchester County is the second largest home for corporate headquarters outside of New York City. Gannett's research shows that 60% of professionals and executives who live in the county also work there.

According to Gannett's reasearch, two-thirds of the Westchester-Rockland group of daily suburban readers do not read a New York City daily newspaper.

While suburban newspaper publishers gain sophistication and credibility, metropolitan dailies are mindful of the competition.

The New York *Times* began publishing special sections for suburban readers in 1971 for Westchester County, New Jersey, Long Island and Connecticut in its Sunday editions. It sells that suburban readership on a zoned basis.

Other metropolitan interest in suburban newspapers is picking up partly because of the efforts of US Suburban Press (USSPI), which has united suburban newspapers as a package to be sold either on a multi-market or national basis.

USSPI also has helped suburban newspapers overcome the stigma that they are not being read. Many of the suburban papers are distributed free, generally on a weekly basis. USSPI finds that its papers have 2.48 readers per copy; that 66% read the paper the first day, 94% within two days and 57.9% say these papers do better than their metropolitan dailies in covering community news and events.

National advertisers are increasingly using suburban newspapers because they want to reach affluence; they want to pinpoint specific sales regions; or they want to extend their reach by combining suburbans with metropolitan papers.

Brown & Williamson adds suburban newspapers whenever the metropolitan paper's penetration dips too low, according to director of marketing services, Tom Neville. The tobacco advertiser began using suburban newspapers in 1978 and is now an "extremely heavy supporter of the medium for all its brands."

But Neville points out that these papers are used in conjunction with metro dailies — not in place of them.

Mobil Oil also has been an early supporter of suburban newspapers. It buys the suburbs primarily because car ownership is higher there than in the central city, according to advertising manager, Joe Landy.

Kimberly Clark also finds that its bathroom tissues sell better in the suburbs where large families and bathrooms are found in abundance, says media analyst, David A. Slavick.

Advertising categories that suburban publishers agree that they should be selling more space to, however, are house and garden supplies and airlines.

One contributing factor to suburban papers' prosperity is the 13% increase in suburban population in the last 20 years. The suburbs, defined as that part of the standard metropolitan statistical area outside the central city, are home to 43.4% of the nation, according to 1980 figures.

In addition, the census finds that the suburban population is decidedly more affluent. The median family income in the suburbs is $26,339 compared to $22,393 for the central city, according to the 1980 census.

Although the circulation of newspaper dailies has remained steady over the past ten years, it has not kept pace with population growth.

Newspapers have had a particularly tough time holding onto younger readers. Only 59% read a daily newspaper on an average weekday. In comparison, 75% of the 55-64 age group read a daily newspaper.

At the same time, however, there has been a substantial increase in daily exposure to television news, which went from 48% to 67% from 1971 to 1982. A dozen years ago, there were a substantial number of people who read the newspaper on a particular day and did not see any television news. Today, about half the public is exposed to both newspaper news and tv news, and

Media cited by adults as source of most news about world events

	newspapers	tv	radio	magazines
12/59	57%	51%	34%	8%
11/61	57%	52%	34%	9%
11/63	53%	55%	29%	6%
11/64	56%	58%	26%	8%
11/67	55%	64%	28%	7%
11/68	49%	59%	25%	7%
1/71	48%	60%	23%	5%
11/72	50%	64%	21%	6%
11/74	47%	65%	21%	4%
11/76	49%	64%	19%	7%
12/78	49%	67%	20%	5%
12/80	44%	64%	18%	5%
12/82	44%	65%	18%	6%

Source: The Roper Organization

equal proportions (about one in five) get the news only on tv or only from a daily paper, according to Audits & Surveys' 1982 newspaper readership study.

The larger audience for television news is in part a result of the fact there is far more news on the air — for longer stretches at more odd hours and on more stations.

“**Cable, however, does not appear to be eroding newspaper readership. According to SMRB figures, in cable homes, newspaper readership is more than 75%. In non-cable homes, it is slightly over 70%**”

Cable, however, does not appear to be eroding newspaper readership. According to SMRB figures, in cable homes, newspaper readership is more than 75%. In non-cable homes, it is slightly over 70%.

Newspaper readership is highest among the upper income groups and the higher educated. Nearly 80% of those households with incomes over $40,000 read a daily newspaper. By comparison, 70% of the $20,000 to $24,999 group read a daily newspaper.

But even in households below the poverty level, with incomes under $10,000, 53% read a newspaper on a typical day.

Readers spend a surprising amount of time with the daily paper: for the average paper, about 44 minutes per day, according to Audits & Surveys. The survey also notes that 77% of all pages in the newspaper are opened and looked at by the typical reader. Every kind of section in the paper is scanned by the vast majority of readers. This means that no matter where a story runs in your paper, nearly four out of five readers will have a chance to see it, the survey notes.

Television, however, has gained an edge in being the first source for a big current news story. Television is named as the first source by 51% and newspaper by 27%.

Although four out of five agree that seeing the news on tv makes it easier to understand what's happening, they agree that they don't get enough news from tv and want the added details from newspapers on big stories, the survey points out.

Another reason for tv's appeal, the survey notes, is that people feel closer to the television channel they watch most often than to the newspaper they read most often. Tv has gained significantly in the past 20 years. News shows are the programs that mainly give a local television channel its identity, the survey reports.

The survey also asked readers to rate newspapers in terms of their coverage of topics. Those topics which received high ratings were crime, followed closely by sports, inflation and then unemployment. Rated less highly were news of other countries, local government, the President and the subject of young people and drugs, the survey notes. News of the neighborhood, personal health and pollution were given low scores.

“**The Sunday paper appeals to the younger reader based on its depth of special interest material. To keep the young readers interested, daily papers should reexamine their tendency to cut down on regularly scheduled special interest material**”

The survey also reports that readers expect newspapers to be a smorgasboard of content and writing styles, but with news continuing as the main attraction.

While noting that daily newspaper circulation has been static in the past few years while population has grown, the study points out that Sunday newspaper circulation has kept growing at a healthy rate. But according to the study, only a minority are willing to sacrifice the daily paper for Sunday. That percentage is slightly higher among people who are currently under age 30.

The study showed the Sunday paper appeals to the younger reader based on its depth of special interest material. To keep the younger readers interested, the study suggests that daily newspapers should reexamine their tendency to cut down on regularly scheduled special interest material.

Newspapers are working to become the local, national and international authority for news. But newspapers need to come to terms with new electronic media and a number of shifting newspaper readership habits. Studies show that even though newspaper circulation has remained stable, certain segments of this publishing business are thriving. Suburban newspapers have never been stronger. Metropolitan dailies are seeking to upgrade coverage of community news. And the relative newcomers to the newspapers, national papers, are proving that they can be viable.

Yet newspapers should remain alert, striving to build their base, particularly as the number of single-newspaper towns continue to mount.

Despite their shortcomings, newspapers probably will never become outdated. While television has gained an edge in providing major world news, according to the Roper Organization, newspapers won't be supplanted as the source for in-depth, solid and reliable news. Many experts criticize television newscasts for being superficial. Newscasters' smiles are candy sweet.

By focusing on editorial packages that hold young readers' attention and providing responsible journalism, newspapers should confront newly competitive media with rave reviews.

Rebecca Fannin

How many people will read her newspaper?

Until 1982, everyone credited newspapers with 2.2 readers per copy. Last year's SMRB study raised the figure (and some eyebrows) to 2.73 rpc's. Now the new Scarborough finding validates the 2.73 with a 2.77.

Newspapers are now full members of the total-audience club. They're on line with the other major media in the Telmar, IMS and Windsor computers that the media planner plugs into for reach and frequency data. Like consumer magazines, newspapers now have two syndicated audience studies in the computer: SMRB, issued last September, and Scarborough, just out. Newspapers are breathing easier now, because the second study's findings don't vary from the first — they validate the first.

This is important because when the SMRB study came out last September, its finding of 2.73 readers per copy was considered "high." Year after year, the Newspaper Advertising Bureau had been finding between 2.1 and 2.2 rpc's. SMRB was 24% higher. Scarborough now settles the argument with a 2.77 finding, just .04 percentage points away from SMRB.

Checking through the two studies, there were 88 newspapers that were measured by both studies, and their combined scores show 2.86 rpc's in SMRB and 2.80 in Scarborough, just a two percent difference.

Now that we can agree that the syndicated studies are correct, the question arises: Why are they 20% higher than NAB's finding?

Actually NAB's 2.2 figure is an SMRB product, too. For some years, the Newspaper Advertising Bureau, in an attempt to measure the nationwide newspaper audience, has paid SMRB to include in its annual magazine audience study the question: "Did you read a newspaper yesterday?" The magazine study sample includes many readers in smaller markets; SMRB's newspaper study covered just the top 40 ADI's, Scarborough covered the top 50 ADI's, plus Des Moines.

Is the difference because the top markets offer more passalong opportunities than the smaller markets where newspapers are home delivered and have broader coverage, leaving fewer readers to pass the paper to? Or is it because the magazine study used per-

LOTTO
A pinch is all it takes!
SMOKERS
LOTTO
$ 3,200,000
Salem Spirit
SKOAL BANDITS
SS "TAR"

sonal interviews, while the other studies used telephone, with aided recall?

Both factors had an influence, but research by Jeremy Sprague, ex-Foote Cone & Belding media director who now serves the CWO&O rep firm, shows that market size is the major reason.

Sprague analyzed SMRB's magazine study sample, market by market. He found 2.89 rpc's in the New York ADI, a progressively lower score in each descending market group, and only half of New York's rpc's (1.48) in the smallest market group. (See chart.)

The 2.1 average for the entire sample shows the fallacy of averaging — like the proverbial man with his head in a furnace and his feet on a cake of ice, who on the average, was "comfortable."

Given that both studies are correct and that newspapers have 2.2 rpc's nationally and 2.7 in the top markets, it seems logical that national advertisers would be using the latter figure. Very few advertisers buy all 1,710 daily newspapers; they put 80% of all national dollars into the top 50 ADI's. These top 50 ADI's account for almost half of all newspaper circulation and have 73% of all newspaper readers.

So much for that extra half-reader per copy — small in itself, but important for a medium that sells 62 million copies daily.

At press time the advertising agencies had just received their Scarborough books and were busy analyzing them. For comments we went to the four agency people who had served on the Advertising Research Foundation committee overseeing these studies:

Ruth Cess, associate director, communications planning, Young & Rubicam: "I have no methodological concerns about these studies. The fact that both studies come up with such similar rpc's is very welcome news. When there was only SMRB, we weren't sure."

Continued on page 172

Two researchers; one finding

Frank Stanton

With a background at American Home Products, RJR Foods, and Benton & Bowles, Frank Stanton now heads Simmons Media Research Bureau (SMRB), which won the assignment to do the 1982 newspaper audience study. His finding of 2.73 readers per copy was considered "high."

Harold Israel

Harold Israel moved from vp research director of W. R. Simmons Associates to found his own Scarborough Research in 1972. Scarborough was runner-up for the newspapers' 1982 assignment, but decided to produce a second syndicated audience study. Its 2.77 rpc finding validates the SMRB study.

HOW MANY PEOPLE (from 71)

Larry Roslow, director, media research, SSC&B: "Should help us. Gives an abundance of data. But we'll have to study this carefully, market by market."

Thurman R. Pierce Jr., vp, U.S. manager, print media, J. Walter Thompson Co.: "This should finally allow newspapers to be considered at the planning level, not just as a promotion vehicle."

Chester Bandes, vp director, media research, Doyle Dane Bernbach: "I'd like to see ARF's audit report of Scarborough before commenting. I've asked SMRB to test phone versus personal interview to see how much of a difference that makes. But I have a feeling that passalong must be up today because (1) newspapers are more expensive and (2) they've added special interest features that make nonbuyers want to pick up a paper on certain days."

Jack Moloney who monitored the field work for the Newspaper Research Council and the International Newspaper Advertising & Marketing Executives, and who now serves as ARF consultant on the study: "I wasn't surprised by the high readers per copy. I monitored many of those phone calls. The number of respondents who said: "I borrowed my neighbor's newspaper" or "I picked it up on the bus" was impressive.

The similarity of findings impressed some on another score. SMRB had gone out into the field in January through July 1982. Scarborough went out in September 1982 through April 1983. Many had expected a seasonal difference in newspaper readership to show up, but it didn't.

Newspapers are expecting that their audience data will be pretty widely used now, because Scarborough is offering its books free to recognized agencies. SMRB charged the agencies for its books, and received some 65 subscriptions. Scarborough already has 64 agencies signing in for its study. The list shows every one of the top ten agencies, except BBDO and Foote Cone & Belding.

Agencies are already calling in for reach and frequency estimations. Both studies are prepared for this because they made a second call to each household and achieved a completion in 80% of the cases. This allows planners to cume their newspaper audience over two or more insertions.

Scarborough showed us a run they made for a domestic airline that services five major ADI's. Using the newspaper with the best coverage of airline travelers in each of the five markets, the advertiser could reach 51.8% of all airline travelers. Expanding this to a five-day cume — one day each week for five weeks — brought the reach to 70.5%.

As we go to press, the advertising Research Foundation is auditing the Scarborough Report. This is more than a formality. Their careful audit of the SMRB study revealed irregularities in the Chicago study and they "recommended" that Chicago be measured a second time in the approved format. It was.

Newpapers are the only medium that submit their audience study to an ARF audit. More than that, the ARF has had a hand in setting a uniform "yesterday readership" methodology that both researchers followed. No one was surprised that the two studies agreed with one another.

Where do we go from here?

Will newspapers continue to offer two audience studies? Every year, or every two years? Will they expand beyond the top 50 ADI's?

The answer lies in the economics of measuring newspapers. It will also lie in the use to which agencies put these studies.

Newspapers are the most expensive media to measure. Nielsen measures network television with one national sample of 1,200 viewers. SMRB gets all the leading magazines into one sample of 19,000. But newspapers need a separate sample for each market. SMRB called 58,000 households, with a second call-back, to measure 109 dailies and 80 Sunday papers in 40 ADI's. Scarborough phoned 65,000 households, measuring 153 dailies, 113 Sundays and three Saturday papers.

And they didn't measure just the newspapers that subcribed to their studies. The agencies that conferred with newspapers on these studies wanted all of the top markets, whether or not they had newspaper subscribers. And they wanted data on every newspaper in the market that had at least five percent coverage in the ADI. Scarborough, for example, measured 17 markets in which they had no newspaper subscriber.

Will the next studies reach beyond the top 50 ADI's? Agencies are talking about the top 75. But after you get beyond the 50th ADI — Scranton/Wilkes Barre — markets, newspapers and chances of getting financial support for an audience study get smaller.

Frank Stanton, president of SMRB, says he plans to go out in the field for a repeat study in February 1984. Harold Israel, president of Scarborough, has set no date for another study.

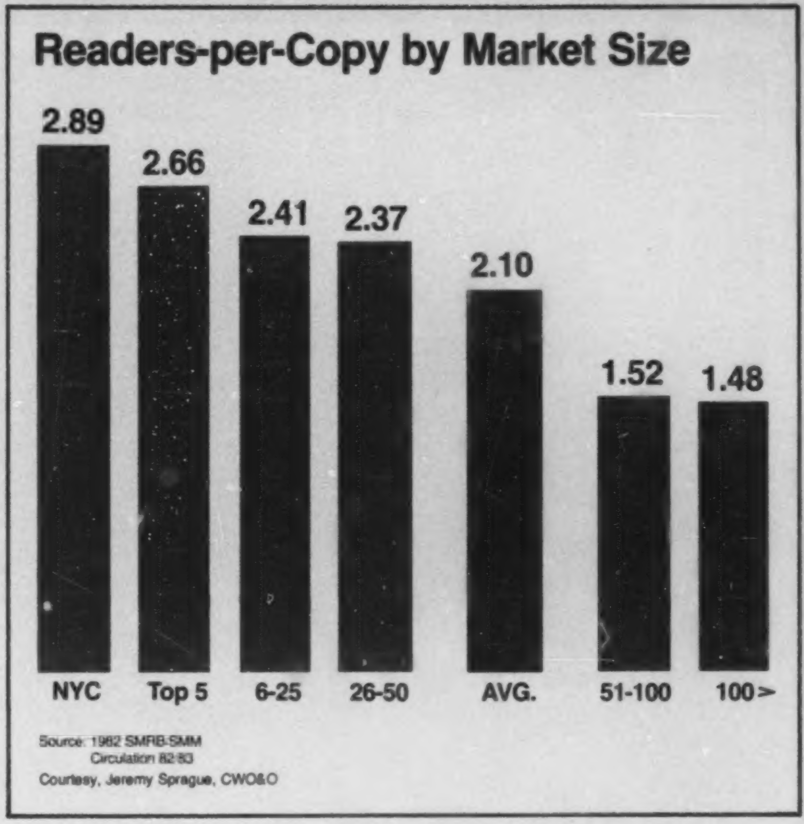
Actually, the Newspaper Research Council and the International Newspaper Advertising & Marketing Executives, who worked together to initiate a syndicated study, feel that one study is enough, and many of their members feel every two years is frequent enough.

These two groups worked together with the ARF to design a format for the study and invited all researchers to compete for the assignment. After a close race, they chose Bill Simmons' own firm, Three Sigma, which was later taken over by SMRB. But Scarborough, which was a close runner-up, announced that it would produce a second study and solicited newspaper support.

Some newspapers felt that two studies were not only redundant, but might come up with different findings and put the medium in the same leaky boat with consumer magazines.

As it turns out, the second study did perform a useful purpose this year — to validate the unexpectedly high readership found by the first study.

Lionel Kaufman



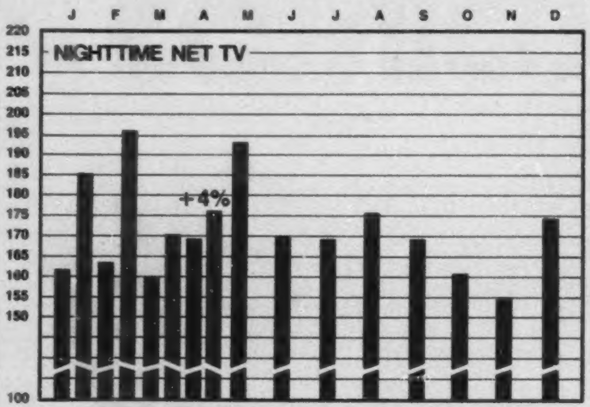
Readers-per-Copy by Market Size

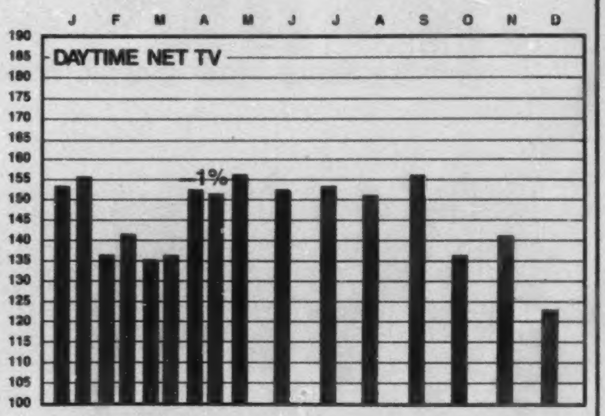
Source: 1982 SMRB-SMM
Circulation 82-83
Courtesy, Jeremy Sprague, CWO&O

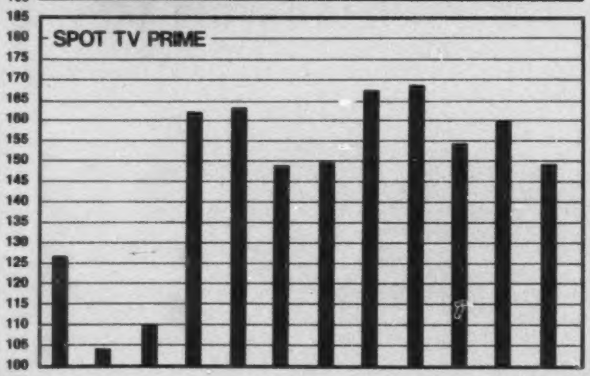
COUNTING READERS: The smaller the market, the smaller the passalong.

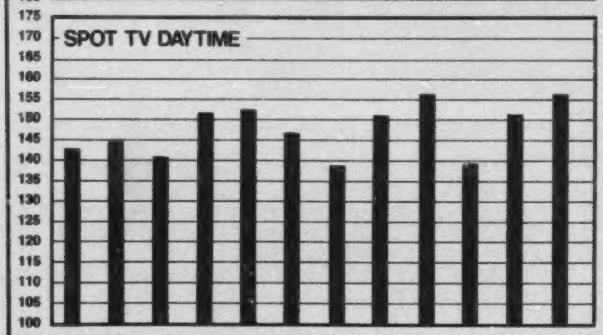
MEDIA COST INDEX

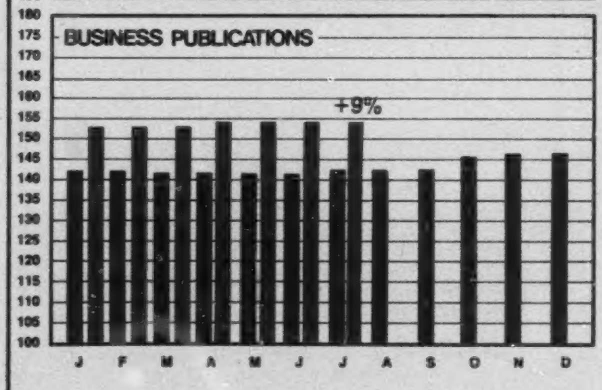
Black bars index for 1982; color bars 1983; base year 1977











The Cost Index shows comparative data for nighttime network and daytime tv, magazines, newspapers, supps, network radio and outdoor posters. Data for spot prime tv, spot daytime and radio are still unavailable.

Nighttime network tv leveled out further in April, and continued to soften in May (not shown) as the market further softened in the second quarter. Daytime network tv returned from earlier softness with a three percent gain over May in 1982.

Consumer magazines remained on a plateau in May with a continued six percent increase over the same month in 1982.

Daily newspapers also held constant with a 10% increase over April and May in 1982. National supplements built on a strong performance early in the year to post a 13% increase over the previous year.

Outdoor posters were also consistent in their pricing, holding the 10% gain picked up in the previous month.

Network radio, after an exceptionally strong first two months, trailed off to 4% gains in the start of the second quarter.

The Media Cost Index reflects trends extracted from available sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled.

Sources: **Nighttime Network TV** — Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service. **Daytime Network TV** — Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service. **Network Radio** — Cost per average 30-second radio announcement from BAR's Network Radio Service. **Spot TV — prime and daytime** — Cost per 30-second spot, Monday-Sunday from BAR's Spot TV Service.

Consumer Magazine estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn. **National supplements** estimate based on published (rate cards) costs of a page, four-color for the national supplements. **Daily Newspapers** estimate based on Newspaper Advertising Bureau report of SRDS costs per agate line of a sample of 786 newspapers weighted to represent the universe. **Business Publications** estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications. **Outdoor Posters** based on estimate prepared by Institute of Outdoor Advertising. Spot Radio data to develop a continuing index are not available at the present.

How to read: Media Cost Index reflects latest available costs compared with base year 1977. Percent change shows rate of change from the same month in previous year.

MEDIA COST INDEX (continued)

Black bars index for 1982; color bars 1983; base year 1977